



### **Education Forum Discussion**

#### *Entice. Encourage. Elevate! : Mentorships, Internships and Promoting Careers in Spa & Wellness*

After three years of diligent work from many leaders in the industry, we have now made several advancement on our quest to increase the workforce, knowledge and expertise of our leaders in the spa and wellness industry.

As research has shown, we have a gap in qualified spa managers and directors, as well as an educational gap in education, where spa management has still not made its way into hospitality schools globally.

At the moment we are working on three programs:

1. Spa mentorship
2. Spa internship
3. Promoting spa as a career

We believe that the three programs can make an impact attracting more qualified labor to our industry, and providing with the right support to make them successful.

### **GLOBAL MENTORSHIP PILOT PROGRAM**

On Sept. 10, 2014 the Global Mentorship Pilot Program has been launched at the GSWS in Marrakech, supervised by Jean-Guy de GABRIAC (leader Mentorship Committee), Geeta MORAR, Shahida SIDDIQUE, Deborah A. SMITH, and Anna BJURSTAM (GSWS Board Member & Task Force Chair on Global Spa Education).

In this peer-to-peer initiative, 16 seasoned Spa Directors (Mentors) (soon to be joined by 2 more for Africa) will guide and inspire Spa Managers in their country/region (Mentees) on a personal level to deal with stress, responsibilities, time-management, priority-sorting, and help them make wise career choices.

Spa Managers with two years minimum of experience are invited to apply to this free program by sending the questionnaire available on [the GSWS dropdown page](#):

<http://www.globalspaandwellnesssummit.org/index.php/spa-industry-resource/global-spa-education-initiative/global-mentorship-pilot-program>

The first 3-month Mentorship program will run January-March 2015, and a second program will run April-June 2015. The program will consist of 1 to 2 monthly meetings (telephone, Skype or face to face where possible) for 60 to 120 minutes maximum. All details about Mentor/Mentee Code of Conduct will be sent to the selected Mentees in December.

**MENTORS - 2014 PILOT PROGRAM:**

- Francisca ATUNES, Area Director Six Senses (Middle East & Africa)
- Cynthia BELL - Spa Director Acqualina Resort & Spa (USA)
- Angela CORTRIGHT - General Manager Spa Gregories (USA)
- David ERLICH - Spa Director Glenwood Hot Springs, Spa of the Rockies (USA)
- Neil HEWERDINE - Vice President, Spa Services Atlantis The Palm (Dubai)
- Christian KIEFER – Director of Spa St Regis Abu Dhabi (Middle-East & Africa)
- Paris KOUNOUDIS - Spa Director Le Meridien ; President of the Cyprus Spa Association (Cyprus)
- Morgan LEFRANCOIS - Corporate Spa Business Development Manager at Clarins (France)
- Larisa MARINICA - Spa Director Pürovel Spa & Sport, Swissôtel Bosphorus (Turkey)
- Geeta MORAR - Founder SVA Spas & Salons (India)
- Adilia OLIVEIRA - Spa Director Caudalie at the Yeatman (Portugal)
- Fabrizio PALMITESSA - Spa Director & Coordinator JSH Hotels & Resorts (Italy)
- Kent RICHARDS - Area Director Six Senses (Asia Pacific & China)
- Mark SANDS - Area Director Six Senses (Asia)
- Hans-Peter VEIT - Spa Development Director Oetker Collection (Germany)
- Jennifer WAYLAND-SMITH - Spa Director Mandarin Oriental (USA)

For the moment, the Education Committee & the Mentors run on a voluntary basis, but in order to be truly “Global” this initiative plans to expand next year into more countries, with more Mentors supervising more Mentees in each country. We will then require a full-fledged website for Mentees to find Mentors, apply to the program and browse through previous Mentees’ concluding papers, in order to learn also from them.

With the help of sponsors from our industry, we look forward to hire administrative staff to supervise that each Mentor-Mentee relationship is as productive & fruitful as possible for both parties.

The Committee will deliver the results of both Mentees promotions during the 9<sup>th</sup> GSWS in Mexico City, as well as answers to the following questions:

- What could be the business model of such a program? Could we charge a symbolic fee of 100\$ to each Mentee, regardless of his/her geographical local? Or can it only developed thanks to sponsors?
- In the future:
  - could Mentees choose their Mentors? (bearing in mind that for this pilot program, we have a limited number of Mentors).
  - could Mentors be selected among “non-operational Spa Directors”, such as Hotel GMs, vendors, Spa consultants or entrepreneurs outside of the Spa industry?

If you want to become a Mentor, supervise Mentors on an administrative level (in order to help expand the global reach of the program), or support the program as a sponsor... please contact us, your help & input are more than welcome: [jean-guy@tiptouch.com](mailto:jean-guy@tiptouch.com)

## Spa Internship Information

As we all know, our spa businesses need more inspired, motivated, and talented people to join us! There are several ways to go about making our vision a reality. One way is to provide spa and wellness internships to students globally.

Right now as an industry we are offering few spa internships. We are losing out. Other industries have figured out that internships provide them excellent employees on a rotating basis. We need to join in the game!

89,680 is the number of internship positions available in 59,248 companies located in 7410 cities in 50 states in America on the largest internship marketplace website called [www.internships.com](http://www.internships.com). And of the 89,680 internships ... how many internships are in spa or wellness? 85 unpaid and 32 paid. When you dig in and look at the listings most of these are **not** in the spa department. Most of them are working for a company with Spa in the name, but the internship is actually in F&B or Rooms or in Sales/Marketing. Zero is the number of spa or wellness internships.

When you Google, spa internships you see 1,250,000 results and on the first few pages there are Internship opportunities with links, but none that I could see offer a spa internship. The hits were from the name Internships.

When you Google “wellness internships” you see 2,470,000 hits. The first listing being a link to Premier Health & Fitness Resources or PHFR.com. Their infographic shows that 1 in 5 Fortune 100 companies is a Health Fitness client. They have dozens of fitness and health related internships listed including yoga/fitness instructor, health screening techs, and dietitians. I did not spot one wellness coach position.

These are mind numbing numbers! It looks as if the whole spa/wellness industries need a shake-up on offering internships.

### **What are spa companies doing now? A few examples:**

Jeff Butterworth with Lux Resorts reports that they have a therapist internship exchange program. Lux partners with an Australian massage school in Mauritius that trains their existing therapists to possess the skills for international qualification. Then Lux provides the school’s students work experience and selects the best ones as interns. Lux does not have a formal mentorship program, but they informally train their senior therapists and assistant managers to be managers.

Simon Casson with Four Seasons explained their spa management training program which may be industry unique. Anyone working for Four Seasons can apply to spend one year working in three or four spas around the world gaining experience in all spa departments. 18 of those interns have moved on to management positions and many are now Four Seasons spa directors.

Tracey Chappell of ESPA explained that ESPA formed a collaboration between Les Roches International School of Hotel Management and Genolier Swiss Medical Network. This program allows students to have hands-on experiences and internships. Students visit ESPA branded spas in London, experience best practices and prepare an integrated business project. The students also spend two days visiting one of the GSMN's clinics near Geneva to learn from experts about working in a high-end health management company.

Andrea Lomas-Gong, Head of Group Spa Operations for Mandarin Oriental has created a Spa Intern and Management in Training Spa Program which debuted in 2014 with the Swiss Hotel Management School. The interns work in various roles within spa & wellness operations, complete one project in marketing/finance/operations or retail, attend various training programs, and are mentored by a senior manager. Their hope is that every Mandarin Oriental property will have one intern and one management trainee at all times.

### **Why hire an Intern?**

Here are some reasons reported to me by Ryan Crabbe with Hilton Worldwide, Rick Duarte with Sundara Spa, and Travis Anderson, with JW Marriott San Antonio Hill Country Resort & Spa in Texas:

- Great exposure to millennial generation's take on spa and wellness
- Opportunity to assign the intern to work that is a step above admin work and boost productivity (projects that are hard to get to during the year)
- Cheap labor relative to consultants and contractors
- Bolster staffing needs during peak season
- Usually bright, highly engaged people who are willing to learn and plug into the operation easily
- Interested in a career not just a job
- Fresh set of eyes to make observations and offer suggestions for improvements
- Increase in staff morale by participating in the education and grooming of a future industry person
- Guest impression of company's commitment to support local university

We need to move ahead. All of us! **How do we do that?**

Today we are unveiling a packet of complimentary (of course) information that can be modified for anyone who is interested in starting an internship or Manager in Training program. Veljko Savic, current Director of Spa & Retail for the Ritz-Carlton in Sarasota, Florida has voluntarily taken information from seven websites and expertly cobbled together an Intern position profile, a training program, and a 29 page manual. We are happy to email you this complimentary information for your company's use in setting up a Spa Internship program. Thank you, Veljko.

To be sent the internship packet or for additional information, please email [Lori@HutchinsonConsulting.com](mailto:Lori@HutchinsonConsulting.com).

## Promoting Spa & Wellness Careers White Paper

**The Problem.** The spa and wellness industries are growing at an alarming rate and consumer demands for services are at an all-time high. This is fantastic, and we want to continue this growth. However, if we aren't both strategic and proactive, there is the potential of being in a place in the near future where we won't have enough qualified, educated professionals to perform the work. In addition, outside of our industry there is a general lack of awareness that a career in spa and wellness today is steady, stable, fun, rewarding and lucrative.

**Market Gaps.** According to the 2012 report from SRI International, there are currently 130,000 - 180,000 spa managers and directors worldwide. However, there are only 4,000 students currently enrolled in spa management-related degree programs worldwide. Clearly the number and size of spa management-related degree programs is not meeting the spa industry's hiring needs for well-trained management personnel. Furthermore, according to the August 2014 ISPA Snapshot Survey, it was reported that it is "difficult" or "very difficult" to find quality employees, and the 2014 ISPA Annual State of the Industry Survey reports there are 35,100 full and part-time unstaffed service provider positions in spas in the United States.

**The Solution.** As we "fast forward" into the future, our mission is to produce a positive and inclusive public relations/marketing campaign including the website to promote spa careers and education in order to ultimately encourage people to learn about and join the spa and wellness industries. Individual companies can do this on their own, but we believe the message becomes more powerful and we have the opportunity to make bigger, faster strides if we come together as a team. Ultimately, this cohesive movement aimed to better market the careers available will help push us toward a better supply chain.

**Accomplishments.** In 2014, our accomplishments include assembling an Advisory Panel, purchasing the URL [www.SpaAndWellnessCareers.com](http://www.SpaAndWellnessCareers.com), creating a website mock-up [home page](#), a website mock-up [secondary page](#) and the videographic [Your Future is Spa & Wellness](#). During the Spa Education Forum at the 2014 GSWS, we received 12 potential sponsors for the website.

**Website Resources.** The Spa and Wellness Careers Website will include the following resources: the 2013 GSWS winning infographic "5 Reasons to Love a Spa Career," "Your Future is Spa & Wellness" videographic, a list of current job openings, educational centers worldwide, an internship connection hub, mentorship opportunities, industry associations, career paths, career advice, success stories, employer tools and sponsorship opportunities.

**The Future.** The next steps are to write a business plan for the website and to create a cohesive social media and PR plan.

**For More Information and Sponsorship Inquiries:** Please contact Stacy Conlon [stacy@thezenmedia.com](mailto:stacy@thezenmedia.com).