



Galvanizing Career Development, Mentorship and Internship Programs

Breakout Discussion Forum

Facilitators

Kate Sornson, Project Manager, Global Career Development Initiative, U.S.

Careership

CG Funk, VP, Industry Relations & Product Development, Massage Envy Limited, LLC, U.S.

Mentorship

Jean-Guy de Gabriac, Founder & CEO, TIP TOUCH International, Belgium

Internship

Leslie Lyon, President, Spas2b Inc., Canada

The Global Career Development Initiative

The panel started with a brief introduction by Kate Sornson on the mission and creation of the Global Career Development Initiative. Driven by the 2012 GWS commissioned report, *Spa Management Workforce and Education: Addressing Market Gaps* that brought to light the lack of qualified people needed to support our industry growth, several attendees created three programs to address this crucial issue. The Global Careership Program, chaired by Lori Hutchinson to promote career in the spa and wellness industry; The Global Internship Program, chaired by Leslie Lyon to increase experiential learning opportunities within the spa and wellness industry; and The Global Mentorship Program, co-chaired by Jean-Guy de Gabriac and Deborah Smith to create mentorship relationships as growth opportunities for those within the spa and wellness industry.

In 2014, our employee-sustainability issue was readdressed in the *2014 Global Spa and Wellness Economy Monitor* report commissioned by GWI, which found that in order to meet the demand of a \$3.4 trillion mega-industry we will need an additional 500,000 trained spa therapists and 80,000 experienced spa managers/directors. Unfortunately, as of 2012 there were only 4,000 students enrolled in spa management programs around the world and no new data showing increases in enrollment. These numbers mean that we as an industry must take action today to

increase the number of qualified employees and sustain our current employees with growth opportunities.

The Global Careership Program

Led by Lori Hutchinson of Hutchinson Consulting and CG Funk, the [Global Careership Program](#) was formed to support spa and wellness careers through education and inspiration in order to encourage people to join our growing industry. Over the past year, the Committee has successfully,

- Launched [SpaandWellnessCareers.com](#) in partnership with [Leisure Media](#). The website serves as a hub for learning about spa and wellness career paths, potential job opportunities, internship opportunities, mentorships, and industry news for those eager to learn about spa and wellness.
- Created a [Video Inforgraphic](#) showing why one would love a spa and wellness career. This video may be used by any professional in order to give recruits an overview as to why a spa and wellness career is right for them.
- Accumulate videos of spa and wellness professionals sharing why they love their career, why they choose a spa and wellness career, or advice they have for those joining the industry to be used in short testimonial videos.

Next steps for the Global Careership Program involve,

- Create Testimonial Videos from the accumulated videos of spa and wellness professionals
- Creating Marketing Information Cards for Spas to promote careers
- Create a High School Outreach Facilitation Guide for local spa professionals to use
- Create detailed Career Path Mapping for all spa positions to be hosted on the career website
- Create a structure for Spa Open House Events, in order for students or those changing professions to learn more about spa and wellness careers

The Global Internship Program

Inspired by the ever-increasing worldwide need for our spa management talent to have both the educational skills and the practical experience to be effective leaders, the [Global Internship Program](#) was formed. Guided by Leslie Lyon, Founder of Spas2b, the Committee has set out to meet the needs of four primary groups, Spa Management Education Programs; Spa Management Students; Potential Spa Management Employers; and Spa and Wellness Industry Professionals.

Research shows that there are not enough experiential learning programs to answer the needs of the student or the demands of the industry. There is a need for more efficient, sustainable leaders to be brought to international market standards, faster. For many spa and wellness professionals, the most prevalent missing link in their education is on-site exposure and hands-on training that is vital to their success in spa management.

The Global Internship Program believes there is a viable solution to this worldwide dilemma through 'Resources' and 'Sources':

- 'Resources' include two Experiential Learning Program survey reports that will provide conclusions drawn from two surveys that were sent to hundreds of spa and wellness establishments and educational institutions worldwide. A comprehensive guidebook will be released entitled, *Global Best Practices for Spa and Wellness Internships*, containing program features, learning activities, sample job descriptions, and real-world successes.
- 'Sources' will be the development of an online Internship Portal that will unite spa management educational interns with experiential learning opportunities. By facilitating these connections, we can produce strong leaders who are prepared to lead our industry in a productive, enduring direction.

The Global Mentorship Program

With the support of the exclusive sponsor, Biologique Recherche, and the leadership of Jean-Guy de Gabriac and Deborah Smith, the [Global Mentorship Program](#) created an effective Mentorship program that paired 17 Spa Directors with 33 Spa Managers spanning 22 countries. The Committee established a Pilot Program with two three-month sessions in which Mentors and Mentees connected twice a month over Skype, on the phone, or face-to-face. In 2016, The Global Mentorship Program will host two six-month Mentorship sessions pairing Spa Managers with at least two years of management experience with Spa Directors that have the skills the Mentees desire to learn. Participants are guided by a Code of Conduct establishing the ethical and moral boundaries, so that all can grow and develop their personal and professional skills. Handbooks were also developed for both Mentors and Mentees giving them the resources necessary to have a successful Mentorship.

At the conclusion of the Pilot Program, each participant was invited to share their experience and what was learned. These were combined in a published document, [Mentorship Reflections](#), that can be downloaded on the Global Mentorship Programs dedicated website, [MentorshipEvidence.com](#). Insights from this publication and several snapshot surveys, showed that Mentors and Mentees believed the program was highly successful. 89% of Mentees felt 'absolutely' more motivated after being mentored and significantly more confident, with conversations focusing on Leadership & Management, Strategic & Business Planning, Human Resources, and Priority Management.

The Industry Needs Your Help

We have a sustainability problem with our workforce and attracting those to our industry. However, there are several ways you can help solve this problem:

- You can get involved with one of the Global Career Development programs and help promote, enhance, and sustain the spa and wellness industry workforce;
- You can share the resources on [SpaAndWellnessCareers.com](#), including the video infographic on why you would love a spa and wellness career;

- You can host a Spa Open House to expose people to what a spa and wellness career is like or speak at a local school to share your experience;
- You can initiate an Internship, Externship, or Manager-in-Training program within your establishment or educational institution;
- You could become a Mentor and recommend your Spa Managers apply to be a Mentee;
- Or reach out with any additional ideas to bring people into our workforce.

Submitted by:

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