



Consulting Best Practices Initiative Briefing Paper 2017

What is the aim of your initiative?

The Consulting Best Practices Initiative aims to help individuals and businesses evaluate when an experienced consultant would benefit them, as well as provide guidelines and tools to aid in the selection process.

What or who are the current “news makers” or trends in the initiative’s industry/sector?

There is a constant increase of professionalism in the consultancy sector. Post-recession, this sector within the spa and wellness world has consolidated and a large number of the remaining consultants have a full-time focus on continuing to improve business results and raising the profile of management consulting.

Name some (high level) challenges facing your industry/sector?

The biggest challenge is continuing to spread the word about the existence and capability of consultants. We still encounter developers who don’t realize that they could access highly experienced professionals to guide their spa development projects. Also, many business owners believe they know everything they need to know about creating and/or operating a spa, and then, once it is open, suddenly realize that it doesn’t work how it was supposed to or continues to lose money long after it should have become profitable. Consultants are best used during the creation and opening of a project, rather than as emergency help later on!

Where do you see the opportunities for industry/sector?

Planning and running a spa and wellness business is a multifaceted and sometimes complicated undertaking, and as the wellness and spa industry continues to expand, the risks become higher. It’s easy to shipwreck a multi-million dollar investment if you are not experienced in this field – both in the creation of a facility and the subsequent operation of the business. Spa consultants have the experience, knowledge, and overview of market best practices and trends to guide business owners and managers in the successful and profitable operations of their enterprise.

Are there any “heroes” (either companies or individuals) who stand out in your industry/sector?

Consultants tend to work behind the scenes, allowing the property to “star.” However, credit should be given to a few icons in our industry, such as Sylvia

Sepielli and Adria Lake, who highlighted the amazing results that could be enjoyed by working collaboratively with a consultant.

Is there noteworthy investment happening in your industry/sector?

The consulting sector rides on the crest of global hospitality and leisure real estate development, which is currently seeing a number of projects continue to fill the pipeline.

Name any key accomplishments (milestones) made by your initiative?

We've created our own website to help raise the profile of consultants and provide information to prospective consulting clients such as real estate developers and architects, including a blog with posts featuring valuable insights into our work contributed by many of our initiative members. We've also gathered information on almost 150 well-known and reputable consultants across the globe and made it accessible on the GWI website as well as our own.

To foster communication, we have both a LinkedIn group and a private Facebook group to allow fellow consultants to communicate with each other, ask questions and share successes across the globe. And we have a regular phone conference to update each other, share insights and set future goals for the group.

Chair: Lisa Starr - lstarr@wynnebusiness.com

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Initiative Members

Lynn Curry
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Diana Mestre
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