



EUROPE: LATVIA

What are the most significant global issues facing us today?

Political and economic disruptions, environmental issues and technological advances are the global issues that are guiding our behavior to change on a day-to-day basis, in a way that each human develops a higher level of independence (relying on oneself and his or her virtues) and experiences a growing sensation of a “lack of time.” People wish for more hours in a day to achieve more.

What do you see as the main innovations happening around the world, those which are game changing and/or disruptive?

Technological innovations in the gaming industry create virtual worlds that are disruptive; it is changing the way a child’s brain develops and causes high school children, especially boys, to drop out of school. They are not able to interpret information in a one dimensional way, as seen this interesting 10-minute video on the power of time:

<http://www.youtube.com/watch?v=A3oIiH7BLmg>.

Technological advances in programming provide great tools for doing business, communicating from any part of the world in a meaningful way and presenting information in various forms, such as “Prezis,” webinars, skype and Facebook apps.

What do you see as the main innovations in the spa/wellness industry (existing and future)?

Generally, I see more integrative approaches being adopted in the wellness industry to provide treatments with a deeper insight to wellbeing. For example, in spa technologies, an integrative approach that addresses physical movement and relaxation can be seen in the form of innovative standalone hydro-bikes. Spa products adopt an integrative approach by implementing wellness diagnostics based on homeopathy in order to find the right product for individual skin type.

What do you see as the greatest opportunities/challenges for the global spa and wellness industry?

We are experiencing great times to popularize wellness, as health is a number one priority in people’s lives. Wellness is becoming accessible to all members of the population in various forms. The challenge is to monitor industry standards and find quality team members with expertise. There is lack of consolidated, appropriate education of spa and wellness staff.

What are some practical ways for businesses to create a climate for creativity and innovation?

It is important to set up a platform where all team members feel comfortable and open-minded on a regular basis in order to share ideas. Information must flow freely between all departments. This can be stimulated by creating internal newsletters (where members of staff can write columns), hosting educational workshops on wellness related topics, creating events (yoga retreats together, painting, cooking or farming) that promote teamwork and “thinking outside of the box.”

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