



# THE AMERICAS: UNITED STATES

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**How can we bring more creativity into the workplace?**

Economics

Loss of federal funding for education in spa and beauty

Wellness schools that can result in less-qualified people entering the industry

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

Hybrid learning allows students to get hands-on training in the classroom and do the rest of their curriculum online at home.

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

Applications and technology for anything (from booking appointments, providing reviews to online learning)

Video, live TV and more social interaction built through websites

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

The lack of people who are skillfully trained in various spa and wellness treatments available. There is a shortage of staff and an increasing number of spa locations and franchises opening globally. The greatest opportunity is to position spa and wellness as a PREMIER career and as a unified front, and create movements in the industry to promote this.

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

Education, education, education! Providing ongoing training for your staff on a regular basis will help to grow and nurture them to become the future leaders of our industry. Encourage staff to participate in social media; use a flip camera and video to promote your business through Pinterest, Facebook, Linked in, etc. Use online platforms such as “Podio” to work remotely on business projects as a team. Engage your team to share, what they believe, are the best ideas to implement into the business.

## SUBMITTED BY

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