



THE AMERICAS: UNITED STATES

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.

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