



THE AMERICAS: UNITED STATES

What are the most significant global issues facing us today?

The biggest issues facing the globe are economic collapse, a global water crisis, oil consumption, reliance and dependency, and rapid climate change.

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

Tapping the knowledge of consumers and users, realizing the value consumers can add through comments, referrals, and personal reviews. Future collaborative global networks generating communication of information to a global knowledge bank. A new balance of the technology-driven, the competitive driven and the user-driven. Globalization has opened doors to the people of the world and all are potential customers and users.

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

Social responsibility and discovering the needs and behavior of the consumer, globally.

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

The greatest opportunity is spreading the good word about spa and its relevancy. Here we are still at an early stage of development. Proven evidence that spa is real and not just a pampering experience but something of substance and integrity. The spa challenge is that we as an industry need to collaborate globally with trust and transparency.

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

The most powerful way businesses can create a climate of creativity and innovation is to “allow” it to happen without judgment, fear, threats or discrimination. Freedom to collaborate (togetherness), engage, solve and think freely will change the world.

SUBMITTED BY

Sharilyn Abbajay

Founder

Abbjay & Associates

United States

E: sabbajay@hotmail.com

W: www.experienceispa.com