



# THE AMERICAS: UNITED STATES

## What are the most significant global issues facing us today?

Social unrest, escalating ideological differences. Natural resources and future energy supply. Global growth and environmental impact.

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

Communications technology and reach.

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

Experiential amenities (Snow shower/room, salt cavern, crystal room, etc). Aesthetic services and technology advances to combat anti-aging.

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

Qualified, experienced and truly knowledgeable managerial staff. Truth in advertising/labeling: “Natural” and “Organic” Products that are truly effective, reliable and trusted from a labeling perspective, given the different standards world wide.

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

Consensus amongst leadership team regarding goals, philosophy; generating and sharing of ideas throughout the whole organization (all levels); consistently applied process of evaluating these ideas; follow through/execution; crediting/rewarding “idea generators.”

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