

The Spa Industry Is Really About People

by Sandra Alexcae Moren

Do you as an individual question whether what was true yesterday, is relevant today or to the future? The emergence of a new economy brings transformation to the world of business. We face change in every aspect of our lives today, some individuals embrace change, others resist. As the world changes around us, we need to reassess our perceptions and consider new levels of discernment regarding business, individuals and Body, Mind and Spirit.

Personal perceptions- the mindset you use to view the world, and how you view yourself; are shaped by your personal experiences, education and beliefs. What is your personal perception of business and leadership?

Some individuals who build Spas, believe building a beautiful facility of elegant design, marble floors, waterfalls, decorative lighting, and a palette of colors to create ambiance with the most unique equipment, products and services-sights and scents that delight the individual senses; is a business. I personally believe an entrepreneur builds the facility-the staff and guests build the business. The Spa business is about People - creating great experiences for your staff and guests.

Many individuals entering the Spa Industry put most of their energy, emphasis and dollars into the design and building the structure. Of equal importance to the facility structure is the design, development and implementation of systems that form the infrastructure of the business, which if aligned with vision create professionalism and profit.

I see so many individuals in this industry start out with

anticipation and excitement in their new careers, Spa Directors/Managers, massotherapists, aestheticians, and receptionists. So what happens? Unless they know what is expected of them, what they are to do and are inspired and coached; they lose interest." A product or brilliant founder alone does not make a company," says Michael Cooper, President of Hay Group's research for Management. " Success

comes when leaders have managed and developed their staff in ways that keep their sense of involvement and sense of partnership high. Keeping people "excited" is the leader's job."

I believe the most exciting breakthroughs in the 21st century will occur not because of technology; instead an exploding concept of what it means to be human and actualize the human potential. Visionary

entrepreneurs, with strong leadership will build fellowship through Professionalism, integrity, valuing the human Spirit, strong business acumen, and by creating an environment where the unique potentials of staff will be expressed.

Leaders who develop a team create the synergy to perform and excel at Professional, high quality guest service. It reminds me of an NHL hockey team; the great coliseums and facilities do not draw the crowds. The hockey team ,players create the great experiences for the fans; similar to the great Spa Experiences staff create for the guests. Each individual player has been carefully selected based upon specific traits and skills-they train and practice those skills with their coach; to be the best. The NHL players are continually evaluated based on their performance and ability to be a team player, we know why they are cut or traded from the team. In





nature, beautiful forests can be destroyed by one single diseased tree. Discern when to remove a staff member who does not respond to coaching and education; you do not want to infect the entire Spa team.

"Leaders who believe they must continuously scurry about motivating everyone, are destined to a fatiguing, ulcerating career," according to Robert Wright, Professor of Organization

*"If the vision is clear,
the passion comes."*

Theory at California's Pepperdine University." "Ultimately you want staff who are self-directed, eager to accomplish their tasks, who cannot wait to get something done and are always enthusiastic." Impossible, you say, after reading that quote! I know it is possible, I have had the privilege of seeing it in certain Spa environments and studying the leadership abilities of the individuals who have developed this type of synergistic team.

Through a deeper understanding of human behavior and leadership you can build a dynamic and enthusiastic Spa team to share the success of your business. Attracting, educating, coaching and retaining staff is not only a challenge in the Spa Industry, it is a

sign of the times. Changing times challenge us as individuals to be more open, creative and innovative to seek solutions.

I ask you as an entrepreneur or leader in the Spa industry to reflect on your personal perceptions of business and leadership, and decide- am I achieving desired business results?

Sandra Alexcae Moren, B.Ed., CEO of Kyrion Spa & Salon Consulting, a division of Chiron Marketing Inc. , shares her 35 + years in the Professional Beauty



Industry. Her expansive background includes that of Cosmetologist, Educator, competitor, Master Judge with the Judges Panel of Canada and member of the International Spa Association, ISPA. As a former salon owner and Spa Director, it was a synchronistic evolution for her to assist individuals building profitable businesses.

Sandra's experiences include every aspect of the industry;entire Spa/Salon projects , from inception to "Grand Openings". and everything in between.

Living ,working and travelling internationally has allowed Sandra to personally experience and research the marketplace diversity and Spa/Salon experiences.

With passion and enthusiasm she shares her knowledge;as an author, her book "Spa & Salon Alchemy" is a must read for everyone in the industry. Visit Sandra at www.kyrion.ca.