



E X P E R I E N C E

C R E A T I V I T Y

P A S S I O N

E X P E R T I S E

SURVIVE & THRIVE

Focus on the Basics

Dallas Spa Association – December 3, 2008

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FIVE KEY AREAS OF A SPA OPERATION

1. Guest Service
2. Human Resources
3. Financials
4. Marketing & PR
5. Physical Plant



CONTINUOUS CYCLE

→ Analyze

- Examine closely

→ Plan

- Develop a strategy

→ Execute

- Perform actions in defined order

→ Evaluate

- Determine effectiveness



AREAS OF FOCUS

1. Physical Plant
2. Human Resources
3. Guest Service



FACILITY

You only have a few seconds to make a first visual impression...

What does your facility say about your business?



TWO KEY AREAS OF FACILITY

1. Operational Equipment & Fixtures
2. Interior Finishes & Soft Goods



FACTORS THAT AFFECT LIFE CYCLE

- Facility Location
- Facility Size
- Guest Usage
- Updates to Technology
- Trends



PLAN FOR FACILITY IMPROVEMENTS

- Facility improvements should be planned for annually
- Select only a few items to update or replace
- Annual diagnostic will identify needs
- Use CSC Equipment Life Cycle Guide as a reference



TIPS FOR DISPOSING OF OLD EQUIPMENT

- Donate outdated Fitness Equipment to local Law Enforcement Agency or other organization
- Determine if Equipment Mfr. has a trade-in/upgrade program
- Sell used facial/massage tables on Craig's List or post ads at local trade schools



HAPPY STAFF = HAPPY GUESTS

Are Your Employees Happy?



70% of employees do not feel management provides clear goals and direction



“When expected results are not clearly defined, it is like running a race without a finish line.”



70% of employees say
performance
expectations are not
clearly defined



“Your employees need to know what they are doing and why, what they are accountable for, and the standards by which they are measured.”



What are the
characteristics of a
peak performing
environment?

ENTHUSIASM & PASSION

What destroys
ENTHUSIASM and
PASSION?

FEAR



ELIMINATE FEAR

- Ownership
- Empowerment



EMPLOYEES WHO FEEL SENSE OF OWNERSHIP:

- Believe they can contribute
- Feel that they are recognized
- Feel a sense of growth
- Feel connected to the boss
- Feel part of the solution
- Are personally involved



EMPOWERMENT

The ability to *motivate* and *inspire* others to tap into or *release* unseen *potential* as they learn to bring about a vision



*What are you doing
for your employees
that they should be
doing for
themselves?*



CREATE AN INSPIRING WORKPLACE

“Outstanding people go out of their way to boost the self-esteem of others. If people believe in themselves, it’s amazing what they can accomplish”

~Sam Walton



INSPIRING WORKPLACES ARE

- *50% more likely to have lower turnover*
- *56% more likely to have higher-than-average customer loyalty*
- *38% more likely to have above-average productivity*
- *27% more likely to report higher profitability*



According to a Gallup Study,
what do the most talented
employees need from the
workplace?

A GREAT MANAGER



THE IMPORTANCE OF A GREAT MANAGER

“The single most important detriment of an individual’s performance and commitment to stay with the organization is the relationship with his or her boss.”



THE IMPORTANCE OF A GREAT MANAGER

Of 20,000 workers who had just left an employer, the Manager's behavior was the main reason people quit.

~Saratoga Institute



THE IMPORTANCE OF A GREAT MANAGER

"People leave their manager far more often than they leave the organization."

"...employees want security and stability; a chance to do interesting work, and a boss they like and respect."

~Wall Street Journal



THE FOUR OUTCOMES OF GREAT MANAGEMENT

1. Productivity
2. Profitability
3. Guest Satisfaction
4. Employee Retention



WHY DOES A LEADER FAIL?

According to FORTUNE magazine, the number one reason a leader fails is:

Insensitivity to People



When employees are polled about what type of leader they want, two words always come up:

Genuine
&
Authentic



AUTHENTICITY

The state of being
genuine or real



“Authenticity requires that you commit to wholehearted attentiveness, genuine concern, and creative curiosity rather than politics, evasiveness, spite, manipulation, dominance, or entitlement.”



SPA SERVICES

- Simplify
- Customize
- Sense-ify
- Exceed Expectations

SIMPLIFY & CUSTOMIZE

Massage Rituals

COUTURE MASSAGE

Be the master of your massage by crafting an experience perfectly suited to your needs. Simply select your preferences and our talented massage therapist will take care of the rest.

CHOOSE YOUR DURATION

- 60 Minutes
- 90 Minutes
- 120 Minutes

CHOOSE YOUR PRESSURE

- Light
- Medium
- Medium/Firm
- Deep

CHOOSE YOUR STROKES/TECHNIQUES

(select up to three)

- Swedish** Long effleurage strokes and kneading techniques to relieve muscle tension and improve circulation
- Shiatsu** A combination of stretches and pressure applied to the body to induce a deep state of relaxation and improve movement
- Acupressure** Direct pressure applied to points along the body to improve energy flow
- Reflexology** Pressure applied to points on the feet to restore harmony and balance
- Deep Tissue** Deep and more direct pressure to relieve chronic pain

ADDITIONAL AREAS OF FOCUS

- Scalp
- Face
- Neck
- Abdomen
- Hips & Glutes

SELECT YOUR MEDIUM

Organic Garden Oils

- Lavender** relaxing
- Moonflower** transforming
- Wild Lime** energizing
- Eucalyptus & Laurel** healing
- Blood Orange** detoxifying
- Cardamom Bergamot** warming

Beauty Blend Oil / Cream

- Vitality
- Slim
- De-stress
- Seduction
- Age-Defying
- Signature Blend Monticello Garden Oil
- Olavie Wine Therapy Antioxidant Oil



SENS-IFY

- Consider all senses when developing & delivering a treatment
 - Sight
 - Smell
 - Sound
 - Taste
 - Touch



EXCEED EXPECTATIONS

“I believe the most powerful part of the spa experience is what happens in the treatment room.”



ENSURE INTEGRITY OF TREATMENTS

- Start with Great Treatments
- Quarterly Training
- Regular Management “Hands-On” Evaluations
- Monthly Secret Shopper Evaluations



DEVELOP “KNOWLEDGE SEEKER” CULTURE

- Management Should ALWAYS Reflect Positive Attitude About Training; Consider Participating in Training
- Skill Block Based Pay/Company Education Match Programs
- Recognize & Reward Associates for Advanced Education
- Completely Block-Out Staff for Training



OTHER TIPS FOR FABULOUS MENUS

- Think Outside the Tub
- Fresh Treatments Du Jour
- Price for Time vs. Treatment
- Build-your-Own Packages for Guests
- Package Homecare with Treatments



*“None of us is as
smart as all of us”*

~Japanese Proverb