

# spa business

uniting the world of spas

destination

day

resort

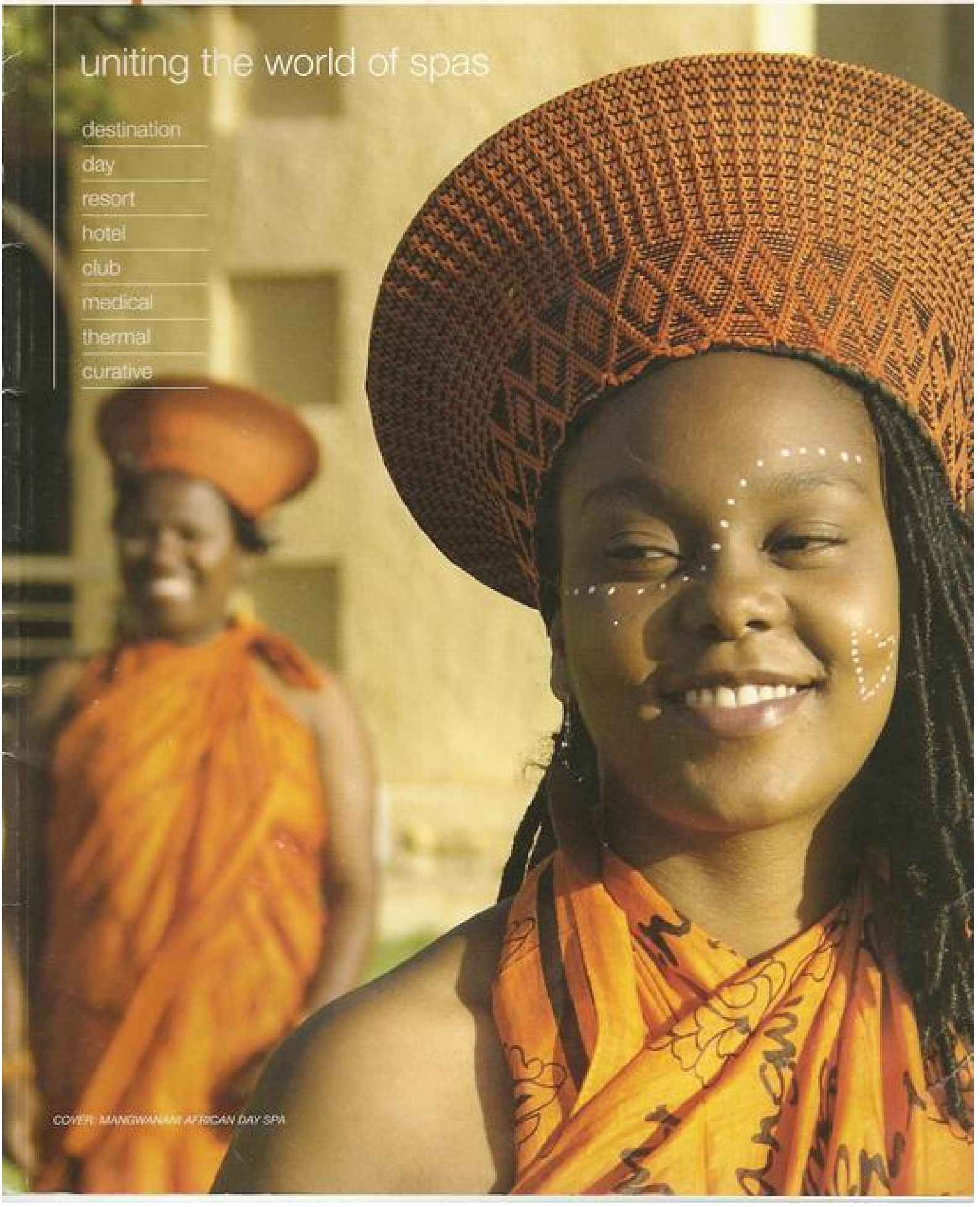
hotel

club

medical

thermal

curative



COVER: MANGWANI AFRICAN DAY SPA

a series of interviews examining the different career paths available within the international spa industry

## LOTUS EFFECTS/SPA COLLEGE INTERNATIONAL

An international advisory group specialising in professional training, with offices in Costa Rica, the US and launching soon in Canada



LIZ  
GALLOWAY

Director of spa image  
development and  
training response

### How would you describe yourself?

A very curious, creative and ceaseless developer. I believe in working hard, finding better ways to do things, and then enjoying time off endlessly.

### How did you get to this point in your career?

Serious determination and seeing change as an opportunity, not a threat. In the past, I took several positions to provide me with the experience to have the flexibility I need now as a spa consultancy and seminar provider. I also wasn't afraid to call up total strangers and strike up strategic partnerships. I've been described as a chameleon, and am happy to take on the role, as it fits my many interests and responsibilities.

### What is your day-to-day role?

Generating ongoing client services, support of client concepts from visualisation to launch, and overall strategic planning for new ideas, products, information, and seminars.

### What has been your toughest career moment? How did you overcome the challenges presented?

The current development to launch new spa training software. It's a huge amount of content and there has been a learning curve in the patent process and coding, along with strengthening relationships to bring on long term funding.

### What is the most important skill to possess for staff within the spa industry?

The inherent desire to learn and continually improve. You can do anything great you are genuinely interested in, and it shows to the end user. There is a Japanese business term called 'Kaizen', meaning continuous improvement. This is something to live by.

### What is the difference between a good spa and a great spa?

A good spa is one that provides the promised menu and brings in what it needs for operations. A great spa is one that has not only fulfilled a need but exceeds its promises consistently, and with enthusiasm. Clients are left with a sense of transformation that creates loyal ambassadors, media opportunity and more chances for long term revenue.

### What is your ethos?

Stay true to yourself and your values. It will hold you well when faced with people who don't do the same.

### What is the secret of your success?

Putting full commitment into everything I do and being able to adapt quickly with ideas, technology and change. Also, using the 80/20 rule. Focusing on the 20 per cent of what's working, and trimming off the other 80 per cent that isn't.



STACEY  
DAWN

Client service  
coordinator and  
assistant coach

### What first attracted you to the spa industry?

The collapse of the mortgage industry in the US is what first led me to start researching other fields of interest. I had a skin issue a few years back, where I was able to find healing and relief through rigid detoxing, hydrotherapy and exercise, and this experience led me to the wellness industry.

### How did you get to this point in your career?

I found Liz as a consultant. We corresponded on goals and what it would take to open a spa. However, it took the mortgage industry collapsing for me to put something in place for myself in 2007.

### How important do you consider training to be?

Training is meant to build upon current skillsets, which is very important in developing business to its fullest potential.

### What are the advantages of working in the spa industry?

Helping to heal others and consult with clientele on different needs lends a new challenge each day. There is nothing mundane in this profession.

### And the disadvantages?

Disadvantages would have to be start-up costs of opening a spa for a first time owner, which can be high, but again, if

one is willing to continue learning and gaining experience in the field, opportunities will come their way.

### What advice would you give for people wanting to work within spas?

Find a mentor who is already in the industry. If you want to work at a spa, call any facilities in your area and ask to intern there, or spend a day just watching to see if this is an industry you really want to get into. Also take any retreat spa classes or seminars you can get, as it will boost your experience.

### In your opinion, what type of person works best within the spa industry?

Someone who is versatile, open-minded and motivated.

### Who do you admire and why?

My parents, who struggled and sacrificed things every day to make a way for me to be somebody, as well as my husband for supporting my dreams and ambitions.

### Where do you see yourself in five years' time?

In Canada, heading up my independent office with The Lotus Effects in another extended office location in the Toronto area. My goal is to be able to travel between Canada, the US, and Costa Rica. There is no limit on what this team can do.