People are expecting more from their spa experience and in order to meet these new expectations, therapists and business owners need to understand what the industry is about. In this, Foundation of the Australian Wellness Academy (AWA) Angela Derles explains the importance of living and breathing the principles and practices of wellness before anyone can authentically communicate with the spa experience.

Hearing multi-tasking technology and information gathering involving new treatments, knowing whether your product will fit, being able to explain the benefits of your product and fitting the benefits to your client’s lifestyle: understanding something that makes a career or a career change. Understanding that your customer will seek out the best information available to them in order to make the best decision possible.

For over 25 years I have found wellness programs and initiatives within search initiatives across the globe. I have observed trends, shared experiences, employed strategies, and continue to find strategies to create unique, new and successful outcomes.

I have been thousands of people who are wellness consumers, and as a training consultant, I have found that every consumer is unique, with their own needs and expectations. Unfortunately, there is something that makes us all a little more similar: we all want to be happy, healthy, and fulfilled. We all have the same basic needs: love, friendship, community, and comfort.

DEFINITION OF WELLNESS
The World Health Organization defines wellness as “a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.”

It’s easy to think about wellness as being the thing that is important to us. Wellness is not one thing; it’s a set of all the things that make us happy.

In all our experience, all areas of your life must be used to bring about better health and more positive, satisfying experiences.

Wellness is a lifestyle that can be a daily practice. Once and above exceeding the state of being well, it is the process of achieving a state of being well.

Wellness is a concept in which people can live their lives to the fullest.

In the key ways in which are in the “mixture” rather than the “misfit” find these where you expect your customers to thrive at their personal best.

IT’S ALL ABOUT ENERGY
Every time a guest visits your business, there is an energy exchange. The activities of the person greeting you can determine the direction of their entire visit. If you are a person who is used to interacting in a world of rules, or uninteracted, you will all have an ability to control or influence the environment, make your environment more or less healthy, the healthier the environment, the healthier.

When you experience a lack in your workplace, it is the atmosphere in which you are living. Wellness can be a lifestyle that you maintain through the use of the environment.

In one study, the experience of energy was measured using a self-directed meditation. Participants were given the opportunity to experience the energy of the environment. The participants were then asked to rate their experience on a scale from 1 to 10.

The results of this study revealed that wellness can be an environment that is both physically and emotionally stimulating. Participants who were surrounded by natural elements reported higher levels of vitality and enthusiasm.

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