

GROWTH & STRATEGY

MODULE 20

# Wellness Strategy & Innovation

*The leaders who thrive will be the ones who anticipate change, not react to it.*

MODULE OVERVIEW

# What You'll Learn

Lesson 1

**The Five Shifts**

Lesson 2

**Creating New Concepts**

# The Five Shifts

- Longevity & biohacking: cryotherapy, red light, IV drips, NAD+
- Recovery & performance: compression, infrared, cold plunge — a new audience
- Mental wellness: sound therapy, breathwork, meditation, sleep programmes
- Personalisation through technology: skin analysis, DNA-based recommendations
- Sustainability: a competitive advantage, not just a cost

# Creating New Concepts

- Innovation isn't buying expensive equipment
- Combine existing elements in new ways
- Sleep programmes, recovery circuits, seasonal rituals
- Assess: guest demand, commercial viability, operational feasibility, competitive landscape

KEY CONCEPT



*Innovation isn't about buying expensive equipment. It's about seeing what you already have through the lens of what your guests will want tomorrow.*

## PRACTICAL EXERCISE

# Apply What You've Learned

Research three emerging wellness trends. For each, assess demand, viability, feasibility, and competition. Propose one new concept with launch plan, pricing, and revenue projection.

## LEARNING OUTCOMES

*By completing this module, you will be able to:*

- 1 Identify and evaluate emerging wellness trends
- 2 Assess new concepts for commercial viability and feasibility
- 3 Design innovative spa offerings by recombining existing resources
- 4 Build a business case with revenue projections for a new concept

# Required Submissions

## **Trend Analysis**

Three trends assessed against demand, viability, feasibility, and competition.

## **New Concept Proposal**

Complete concept with launch plan, pricing, and 12-month revenue projection.

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# Module 20 Complete

*Next: Module 21*