

G R O W T H & S T R A T E G Y
M O D U L E 2 0

Wellness Strategy & Innovation

The leaders who thrive will anticipate change, not react to it.

C O M M E R C I A L L E A D E R S H I P P R O G R A M M E
Spa Director & Spa Manager Development

Module Overview

The leaders who thrive will anticipate change, not react to it.

LESSON	TOPIC
Lesson 1	The Five Shifts
Lesson 2	Creating New Concepts

Lesson 1: The Five Shifts

The spa industry is shifting: longevity and biohacking (cryotherapy, red light, NAD+), recovery and performance (compression, cold plunge, infrared), mental wellness (sound therapy, breathwork, sleep), personalisation through technology (skin analysis, DNA recommendations), and sustainability as competitive advantage.

KEY POINTS

- Longevity & biohacking: expanding what 'spa' means
- Recovery & performance: attracting new guest demographics
- Mental wellness: the fastest-growing segment
- Personalisation and sustainability as differentiators

Lesson 2: Creating New Concepts

Innovation means combining existing elements in new ways. A sleep programme needs a darkened room, a massage protocol, a pillow mist, and a consultation — not expensive equipment. Assess every concept against: guest demand, commercial viability, operational feasibility, and competitive landscape.

KEY POINTS

- Combine existing elements creatively for new offerings
- Assess demand, viability, feasibility, and competition
- Build business cases with revenue projections
- Launch with a structured plan: soft launch, review, adjust

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

Research three emerging wellness trends relevant to your spa. Assess each against the four criteria. Propose one new concept with a launch plan, pricing strategy, and 12-month revenue projection.

YOUR NOTES

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
3. Design innovative offerings by recombining existing resources
4. Build a business case with revenue projections

SELF - A S S E S S M E N T

Rate your confidence in each outcome (1 = Not yet confident, 5 = Fully confident):

Outcome	1	2	3	4	5
Identify and evaluate emerging wellness trends					
Assess new concepts for commercial viability					
Design innovative offerings by recombining existing resources					
Build a business case with revenue projections					

Assessment

Complete the following submissions to demonstrate your learning:

Submission 1: Trend Analysis

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

Submission 2: New Concept Proposal

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

MODULE COMPLETION

Name:	
Date:	
Assessor:	