



Dream Discover Do ISPA 2016

Are you dreaming about what might be out there so that you can do more this year? If this is your quest then you will create innovation that will keep you thriving successfully now, and in the future, says **Deborah Mangum-Copelli.**

WITH ISPA 2016 wrapped up for another year, the overall takeaway from this iconic global conference was to 'innovate' and stay focused and ahead of the curve.

Just as Dr Brene Brown, the keynote General Session speaker for Day One explained, "Be clear on your values, brave and courageous, and choose courage over comfort". And isn't it so true? If we are focused on an outcome we are energized to forge ahead with conviction and tenacity.



Brene went to say that "integrity" is a must for the fulfillment of a long-term goal. "Choosing what's right over fun, fast and easy, and practicing our values", is a longevity strategy for our businesses. Speaking from excerpts of her many published books - *Rising Strong*, *The Gifts of Imperfection*, *Daring Greatly* and *The Power of Vulnerability* - Ms. Brown teaches us the impact of authenticity, connection and courage. In her book, *Daring Greatly*, Brene explained how it takes courage to be vulnerable, and with that value equation onboard, it can transform the way we live, love, give, lead, and even parent our children.

She went on to address the audience and reminds each of us that we are in the business of, "caring" and that our "caregivers" are the heart and soul of our salons and spas. With this, I am sure, we would all agree.

As a research professor in social psychology, Dr. Brown has done numerous studies to bring quantifiable evidence to her findings she so generously shares in her books and on the speaking circuit. Brene has a passionate following in the USA, and the 2000-plus attendees at ISPA 2016 were a great testament to that, as they rose to a standing ovation after her morning presentation.

She left us all with an uplifting message which was a proclamation of joy. "Vulnerability is joy, so leap fully into joy with the variable of gratitude; the more of it we express, the more joy we will feel!"

The Expo floor is always a true indicator of entrepreneurial innovation and perseverance, with emerging brands like Aromoflage and Voya, two of my



favourites. Aromaflage is a botanical fragrance and insect repellent that will actually detract the mosquitoes that carry the Zika virus. This product is a real hero in my book, started by a young couple from New York City; let's hope they get approval to launch in Australasia very soon. Go online to www.aromaflage.com to get all the latest news and research on this one. Voya is a go-to skin and bodycare range that will leave you singing a sonnet for more. A family-created organic seaweed range originating in County Sligo, this little product story is a sensual journey with its humble beginnings on the wild Atlantic Coast of Ireland. For a full account log onto www.voya.ie

An ISPA global expo would not be the same without all the wonderful and familiar brands such as Babor from Germany, Elemis U.K.; ESPA U.K.; Kerstin Florian, USA; and of course Aveda, Declor, Jurlique, (originally Australian), Jane Iredale, USA, and so many more well known attendees. With 'wellness' at the forefront of branding consciousness, these companies are consistently breaking new ground on the use of botanicals, stem cells, peptides, vitamins, minerals and naturally occurring elements to enhance, update and create new products that continue to please the savvy spa goer. Go online to www.experienceispa.com and check out all the latest innovations from members of the incredible ISPA family of suppliers and buyers.

On Day Two of the conference we were blessed with the music of John Ondrasik, American singer and songwriter, who eloquently shared his story of self-doubt to self-motivation, and the art of following your passion with perseverance and

gratitude. For him it really paid off when his hit song, *Superman* was the featured soundtrack in a little film with Sandra Bullock called, *The Blind Side*. Check out this and "100 Years" and all of his inspiring music on <http://www.fiveforfighting.com>

Along with the general sessions and daily floor action, there was also a host of professional development sessions designed to educate and motivate us for business action. Amongst some of my favorite topics and speakers was the tenacious, go-getting British author and speaker, Petra Kolber. A two-time cancer survivor, this dynamic presenter walks her talk on fitness, happiness and gratitude, and the neurological benefits to the body and brain connection. Petra kept driving home the key craving for each of us - 'connectivity' - and that feeling of belonging. She gave us each a little homework too; write down the three things you most look forward to each day and focus on those things more. This will stimulate your, 'happiness' hormones and allow you to have more, 'gratitude' for what you have in your life, instead of what you don't have. Petra lead two sessions; her other passion is coaching people on how to detox from perfection by "dropping the weight of rigid and inflexible behavior so you can soar imperfectly to celebrate your mistakes, grow from your failures and thrive in uncertainty." You can get more motivation by logging onto <https://www.creativelive.com/courses/moving-happiness-petra-kolber>

Other speakers in the breakout sessions included Bryan Williams, an authority on customer service excellence and leadership effectiveness. Dr. Williams is a dynamic presence who filled the stage with his sound advice, using examples of leadership successes that can be implemented immediately into your business. One of his key take-aways was to use repetition, humility, and accountability to create a consistent message to staff and guests alike. Building a team of service excellence is paramount to any reputable salon or spa's longevity.

Another sought-after topic at this year's ISPA was how to market to millennials. Erin Gargan, a well-known social media guru, gave us some hints on how to effectively implement a resourceful strategy using some successful brand stories from the wellness industry. She gave us some inside-the-minds-of-millennials shopping and buying behaviors while helping us to demystify social media return on investment. The bottom line is you have to be "in it to win it" - social media that is - by choosing the right platforms and staying vigilant with your updated blogs, tweets and posts. It's here and not going away, and it's the way millennials give and receive their communications. So if you want to attract this group of highly brand conscious consumers, you've got to speak their language.

Happiness and wellness were overriding themes for this year's conference from *How to Implement Wellness* into your spas and salons, presented by Debra Koerner and Eric Stephenson to *How to Use Happiness to Grow Your Business* humorously and flamboyantly presented by the infamous Boldijarre Koronczay,



founder of the iconic organic brand, Eminence. There is always a queue to get into any speaking engagement by Boldijarre, and this year was no exception.

William Barczy and Tracie Wertz shared their expertise in *Promoting Wellness Beyond the Spa*, reminding the industry that we are all uniquely positioned to promote wellness through our services as well as our retail channels. They brought up some new things trending in wellness and retail, and explained the correlation between human contact and shopping. And Lawrence Biscontini, the mindfulness/fitness/yoga/meditation presenter was as colorful a storyteller as he was a personality, with his focus on *Calling all Spas Offering Mindful Movement*. What a delight it was to enjoy his experiences with a roomful of followers! He also gave some very helpful tips on how to implement creative movement classes into the spa and salon.

For the final General Session we were all enthralled with the dynamic relevance of Simon Sinek's fast-paced presentation of excerpts



from his latest books *Together is Better*, which is a little book of inspiration about chasing your dream and not the competition, and *Start With Why*, on management and leadership where Simon gets into "the golden circle" and how leaders get followers on board with their ideas. Simon is also well known for his other books, *Leaders Eat Last*, *Find Your Way*, and *Unmistakable: Why Only is Better Than Best*. Essentially the messages Sinek shared were quite practical with a lot of scientific evidence to back up his writings and philosophy.

Leaders don't play it safe; they are always calculating their odds of success and sitting on the fence of danger zones. He uses Southwest Airlines in the USA as a great success story where passengers are given three pricing categories, from the extreme risky cheap fare to the flexible changeable fare and then, the full safe fare. The stats show that most people who fly Southwest choose between the risky to the flexible, with few choosing full fare. And you don't even get a seat assignment on SW; you queue up based on your online check-in ranking number. It was a very dangerous proposition initially for an airline to enter the market with this type of policy, but now it's one of the fastest growing and most profitable airlines in the USA. NB; I fly them all the time and I always choose the most risky lowest fare which you can actually change up to 30 minutes before they take off with no penalties; how's that for a flexible approach to customer service. And the flight attendants are working comedians, testing out their latest stand-up routines with a captured audience; our bums in the seats laughing hilariously at 3000 meters high.

Simon goes on to remind us to inspire others as leaders as it has a, "trickle up" effect. He gets into the way leaders think, act and communicate and the environments in which people operate at their best. Turning ideas into action is always a common theme, but Simon makes it seem quite simple with only some of our wildest dreams a fulfilling reality; which is the way it should be. An idea still needs to make quantifiable sense and once you've got that equation right, get all your ducks in a row, and move it into action. A frequent TED.com contributor you can check out Simon Sinek and some of his fiery lectures and talks on that Internet channel. He explains that even when we are at work we want the same brain chemicals to be released like, endorphins that we get from having fun and laughter. And dopamine, which releases when we tick things off our 'To Do' list; wow that feels good for a scientific reason. And then there's our old buddy, serotonin, which kicks in



when we're teaching someone something or feeling like we've helped others; a great one for leaders, owners, trainers and managers, but also produced when we share our knowledge and skills with one another. And the biggest bang for our buck is, Oxytocin, that ultra-feel good brain chemical that explodes from cuddles and hugs, or just human touch. We in the spa and salon industry are the masters of implementing touch through our awesome facials, massages and treatments; so bring on the Oxytocin!

With wellness as an ever-present focus worldwide, the message here is, "integration". Let's make an effort in 2017 to incorporate more

wellness into our spas and salons through our menu offerings and services. Our clients are craving total mind and body health and longevity and we are the perfect place to introduce and educate our clients toward more wellness and balance in their lives through meditation, yoga, coaching and mindfulness programs. For more information on the ISPA Conference 2016, visit: https://www.youtube.com/playlist?list=PLbqKLJNNzfsnJYAegN31wZS65FiyxfCu_ And <http://experienceispa.com> ■



Deborah Mangum-Copelli, BA,MA,DipPsychClinHyp,PracNLP, is managing director of Mind Wellness., a psychotherapy, NLP, guided meditation, coaching and hypnotherapy company. Deborah consults on hotel, resort and day spa projects in Asia-Pacific, the U.S. and Europe. Email deborah@mindwellness.com or visit www.mindwellness.com



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