

# The Wellness Myth

From time to time some want to reinvent the wheel! Those sorcerer's apprentices are all over themselves thinking that they have invented something new! To give themselves a semblant of expertise, they will profess to tell all the wisdom of their findings and suggest passing on the secrets of success in following their suggestions! When it comes to Wellness as in everything else these pundits will give you the recipes to join the "trends".

There is only one big problem with that: If "feeling well" is universally identifiable, attaining this nirvana is simply different for almost everyone! And ALL those who are trying to advise you, assume that ALL have the same expectations of attaining the result! And of course this is simply not true nor possible. What all those advisors do is to try to convince you that one size fits all and therefore their approach will satisfy all! A major fallacy! So, I will here, give all of you who are reading these few lines, the only step that will have to precede any projects that will claim to address Wellness.

Logic is along, with my 50+ years of experience my only sources of inspiration, to pass on the secret of Success! It is to try to understand what your target clientele seeks in terms of improving your wellness. You will discover that a number of facts will dramatically impact what you should or should not offer to your prospective clientele. Age, gender, cultural origins, intellectual background, various myths sponsored by governments and commercial interests will have to be understood and dealt with in order to attain the satisfaction of those you want to serve.

Surveys are often a good source of information as long as those who create them have the necessary skills to understand what is at stake! Most of the ones that I have seen so far show that the questions asked miss the point! They are looking for a justification of their own beliefs and most of the time is totally lame and do not address the real issues. But like many well meaning parents who ask their 4 year old child what do they want to eat when they go out to a restaurant, they will only get an answer that reflects what they know about food? And if the restaurant is a little sophisticated will probably not have on its menu: Peanut butter sandwiches, chicken bits or macaroni and cheese and similarly when you ask a client what he looks for in terms of services he/she will only be able to respond according to their often limited experience.

So, whether, it is for an entire country to develop a Wellness concept, or an individual project, the first step is to identify the segment of clientele most likely to be in tune with the type of establishments you are managing and then create the format that will fit their expectations,

deliver services compatible with their beliefs and in all instances deliver with utmost attention to the service element. Yes, let us not forget, we are not gurus, this is a SERVICE Industry. And yes, no one is perfect but that process will ensure an 80% success ONLY.

- Raoul Andrews