

# AJT WELLITY INSIGHTS



Monthly  
newsletter on  
all things  
wellness

## WHAT DO YOU WISH YOUR PROSPECTS WOULD UNDERSTAND BEFORE THEY TALK TO YOU?

That when it comes to consultancy for the hospitality sector, it's difficult to guarantee success and gauge ROI. There is no sure win. It's a fair and common question I get asked, but the best I can do is let my portfolio speak for itself. As professionals, we also have a reputation to keep, and it would be doing ourselves a disservice if we're unable to deliver.



## WHAT IS YOUR BEST ADVICE FOR PEOPLE ON HOW TO RECRUIT GREAT TEAM MEMBERS?

Recruit based on potential, not experience for the most part, unless experience is absolutely necessary. Experience can be obtained, but potential is usually something innate. It's always worth listening to the voices and ideas of the people who will become future leaders. The main things I look for are highly driven team players who are non-egotistical, and show a willingness to learn.

## WHAT IS YOUR NUMBER ONE HACK FOR GETTING YOURSELF MOTIVATED WHEN THINGS SEEM HOPELESS?

My main trick is to self reflect. It's easy to be consumed by this vortex of hopelessness so I remind myself of what I am grateful for. I look on the bright side of things, whether it's what I've accomplished, or who or what I am thankful for. This is usually enough for me to come out of whatever rut I am stuck in and realize there are no insurmountable obstacles.



## WHAT ARE YOUR CLIENTS REALLY BUYING? (THE FEELING BEYOND THE PRODUCT OR SERVICE YOU PROVIDE)

A sense of community. Once the medical wellness concept is in place, what usually happens is that these hotels and resorts find that their demographics change. People with shared interests converge, and that's always nice to see.

## WHAT SKILL HAVE YOU DEVELOPED SINCE LEAVING FORMAL EDUCATION THAT HAS BEEN MOST USEFUL IN YOUR CAREER?

My formal education got cut short at an early age so most of what I know today comes primarily from experience. If I had to pick one skill that has really propelled me to where I am, it would have to be networking, and the ability to pitch myself and my business.



**MAY 22<sup>ND</sup> 2022**  
**iRETREAT FAMILY DAY**

**Free registration**

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### LET US HELP

We're a turnkey wellness consultancy for the hospitality and healthcare sectors. Our services range from concept development to management and training.

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