

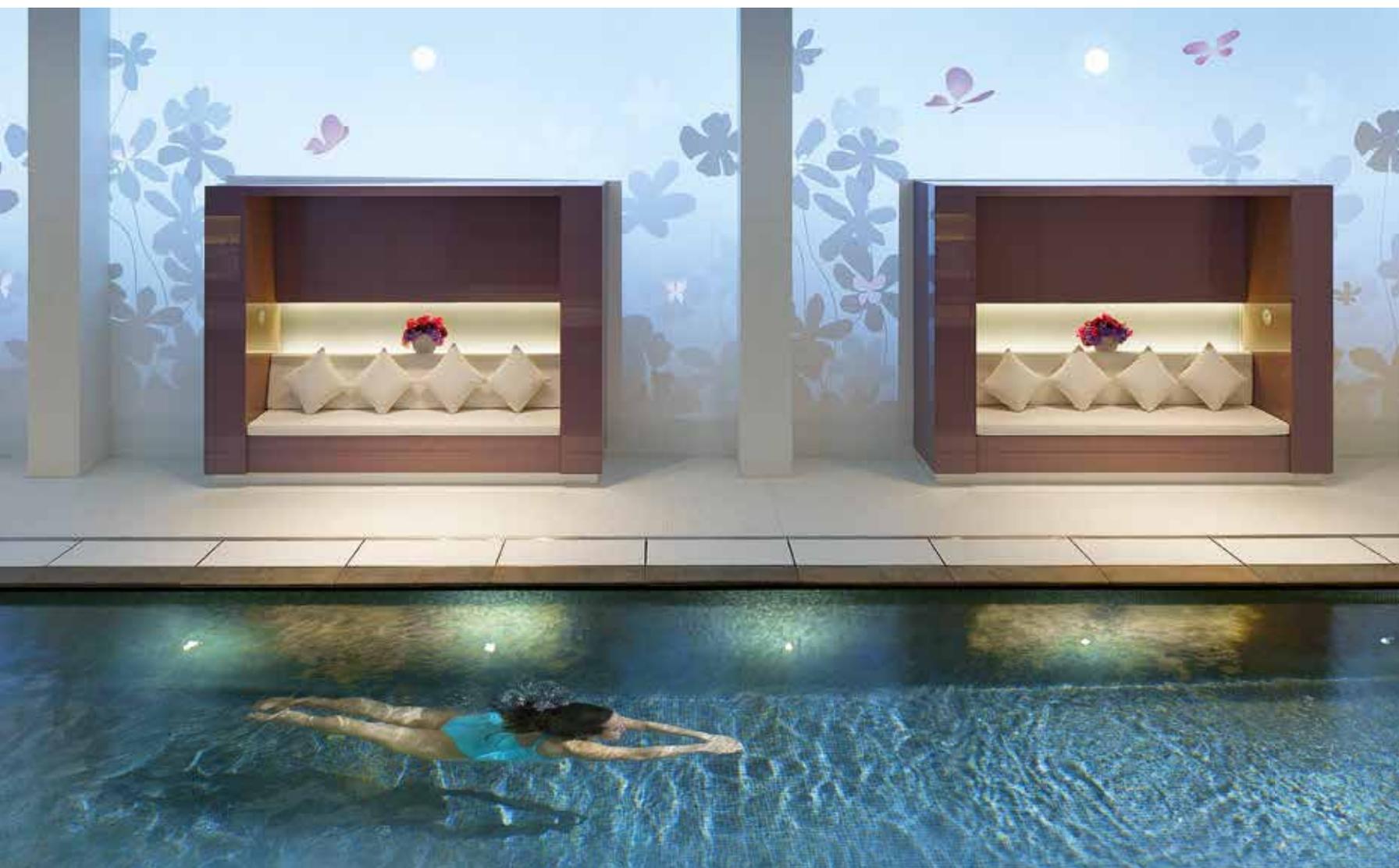
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PARISIAN PERFECTION

Our guide to the ultimate spa chic in the French capital

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Sharron Lowe

The power of the mind

INTERVIEW BY IAN PARKES

For the past 25 years Sharron Lowe has advised, inspired and motivated numerous business leaders at a range of companies including L'Oréal, Lancôme, Chanel, LVMH, Christian Dior and Estée Lauder.

Her words are common sense, simple and straightforward, as the audience at this year's Spa Life International (UK), held at the Hilton Birmingham Metropole hotel, would agree following her appearance as a guest speaker.

As in her best-selling book, *The Mind Makeover*, Lowe reminded delegates that people are largely unaware of the power of the mind and its impact on decision making and empowerment. "Because it's not tangible, they often don't see it as a strategy," says Lowe, who advises business leaders on how to control their 'inner voice'.

We ask for her tips on how to succeed in the spa business and encourage positive change in your team.

What is a 'mind makeover'?

We're told these days to give everything a makeover – our home, relationships – but we're rarely shown how to re-work what controls all of our success, which is our thoughts and our mind.

Success is an 'inside job', be it as an individual, a team, or a brand, and it all begins with mind management. To be effective, efficient and highly successful, starts with what we think.

How can it benefit those in the spa industry?

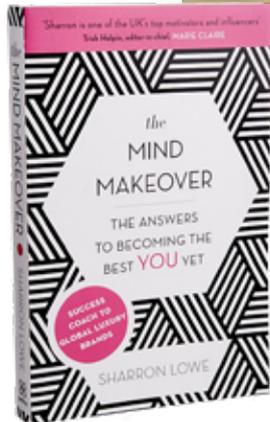
I show people how to control their inner voice; what is it saying about their ability to manage their spa, lead a team of therapists or improve the goals and ambitions of their business.

If somebody has the ability to increase their business by 20%, but they believe they can't do it, or they mix their passion with doubt, then that will dissipate their outcome.

A 'mind makeover' doesn't prevent things going wrong but it changes your perception of what happens and how you think about that.

Why is empowerment so crucial?

Leaders who empower those around them fast-track because they travel with the team.



"If you don't like something, change it. If you can't change it then change the way you feel about it. If something does go wrong, use your mind to review it, learn from it, then delete it and move on."

Sharron Lowe Success coach, speaker, author

When we don't, and we lead from the front, then the team doesn't know where it is going.

Spa owners need to talk with, and listen to their staff. What you 'think' will control and trigger what you 'focus' on; consequently, what you focus on will trigger how you feel (positive or negative) and how you feel will fuel your motivation (your 'can or can't do' attitude). Your motivation then triggers what you do or don't do, and your actions lead to your outcomes, which, ultimately, is your business.

Can you give us some examples of 'mind makeover' success in the spa industry?

I once had a 15-minute conversation with a spa manager. I showed her how to move from 'I have

to sell this product', to 'I want to give the best service to my customer, and I want to share my knowledge of this product'. That salon's business improved by 48%. She chose to take charge of her inner voice and the perception, in her mind, of what something meant to her.

What is the over-riding message of the power of the mind?

If you don't like something, change it, and if you can't change it then change the way you feel about it. If something does go wrong, use your mind to review it, learn from it, then delete it and move on.

If you make your thoughts positive and proactive, you remove yourself from a problem with greater speed, rather than staying in the problem with the thinking that got you there in the first place. ●●●●●

www.sharronlowe.com

Sharron Lowe is an international conference speaker, success and motivational coach based in the UK. The Mind Makeover is available in the UK, America, Brazil, India and the rest of the Commonwealth, with other markets to follow.