

# Alignment Yoga

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## *Institutional Planning Update 2018*

### **A. Mission.**

~~The Mission of Alignment Yoga Advanced Studies is to cultivate the observational qualities of the mind. This is a practice rooted in mind, body, and spirit. Keeping our minds in the present moment makes possible the release of habituated patterns of seeing, feeling and behaving. The physical practices of Hatha Yoga, such as asana and pranayama, facilitate the free flow of vitality that predicts vibrant health. Vitality of body and mind allows us to study more deeply matters of spirit, regardless the form we may choose for that inquiry. Encouraging the development of each individual's voice as a teacher, we teach fundamental classroom techniques and effective communication skills.~~

Update mission statement:

*Alignment Yoga's Advanced Studies program empowers its students to cultivate resilience and compassion through embodied practice.*

### **B. Market.**

~~Our market consists of students of yoga who wish to deepen their practice or become a yoga instructor. Our existing market primarily consists of students who attend regular Alignment Yoga classes at one of our two studios or those who attend classes regularly with our lead instructors. We are finding that we have potential markets online as many students are now discovering our program through the web. We have begun to reach out to areas outside of Dane County to broaden our student base. What motivates many students to attend our program over others is our emphasis on anatomy and that we not only teach yoga, but we teach how to be an amazing teacher. We reach out to potential customers through a variety of means—web, print, and word of mouth from our alumni. There are many yoga teacher training programs being offered in Dane County alone. Alignment Yoga is itself a unique and different approach to yoga which is often what attracts students to our program.~~

Remains the same.

### **C. Management.**

~~Our management team consists of our School Director, Assistant School Director, Director of Programs and Operations Manager. The team collaborates on curriculum changes, policies, procedures, updates, etc. We have meetings scheduled as needed to collaborate and work together as a team to make changes, updates and improvements to our program so that we can continue to uphold our esteemed reputation in the yoga teaching community.~~

Assistant School Director position was removed.

## D. SWOT Analysis.

### STRENGTHS:

*LONGEVITY: Our longevity, reputation and curriculum remain salient.*

*EDUCATION: The additional education and training pursued by the school's Director, Assistant Director and teachers, have enriched and diversified the school's curriculum and classes.*

*RETREATS: Both local and non-local retreats are well attended with satisfied participants.*

Remains the same.

### WEAKNESSES:

Curriculum has as become an Opportunity:

*CURRICULUM: Has been, and continues to be, updated and improved with knowledge gained by Scott Anderson's post-graduate studies in neuroscience at the University of Wisconsin; and Andrea Russell's studies in Ayurveda.*

New:

DIVERSITY: Our school is working with local diversity experts to improve our outreach to communities that have been historically under-represented in Yoga.

*AVAILABILITY: The Founder and Director, Scott, is currently pursuing post-graduate studies.*

Remains the same.

*ADVERTISING/RECRUITMENT: Although reputation has and continues to serve Alignment Yoga well, we need to improve class sizes and recruitment.*

Remains the same.

*FACILITIES PLANNING: The studio location in Madison is not effectively designed to draw in folks passing by. The entrance is in the rear of the building.  
The studio in Blue Mounds has a name and an identity which is no longer well suited for the activities and classes.*

Remains the same.

### OPPORTUNITIES:

*REPUTATION: Scott, the Founder and Director, will return to teaching the Madison program in 2018. His reputation benefits recruitment and enrollment.*

REPUTATION: Scott, the Founder and Director, returned to teaching the Madison program in 2018, and will continue in 2018. His reputation benefits recruitment and enrollment.

A weakness has become an opportunity:

CURRICULUM: Has been, and continues to be, updated and improved with knowledge gained by Scott Anderson's post-graduate studies in neuroscience at the University of Wisconsin; and Andrea Russell's studies in Ayurveda.

*DIVERSITY: Our studios are offering classes with greater diversity and new influences of body-awareness-movement practices. These classes are well received and attendance is increasing.*

Remains the same.

*INTERNET MARKET: Workshops and trainings are being recorded more frequently for live stream attendance and purchase.*

Remains the same.

*CONTINUING EDUCATION: The International Alliance of Yoga Therapists (IAYT) recently implemented certification regulation for accreditation of the designation "Yoga Therapist." This creates the opportunity for schools to provide continuing education classes.*

Remains the same.

## THREATS:

*COMPETITION: Madison is saturated with yoga schools and studios, so competition is always present. However, we have recently learned a few yoga studios have or may close due to financial challenges. Alignment Yoga is experiencing some strain, but the threat of closing is not present for us.*

Alignment Yoga continues to thrive.

*LOCALITY: Reports from students indicate less of a willingness to drive distances for yoga classes; and more of a desire to be able to walk, bike, or drive a shorter distance to a closer studio. Some students have reported that they attend other studios because they are closer, despite the classes not being as good.*

Remains the same.

*FACILITIES PLANNING: The studio in Madison is located in a predominantly residential neighborhood, and is not effectively designed to draw in folks passing by. The studio in Blue Mounds is in a sparsely populated area.*

Remains the same.

## GOALS:

*PRIZE HORSE: Continue to offer the trainings and programs that are still highly successful. Scott is rewriting the curriculum for the 2018 programs and enriching it with neuroscience developments.*

**SUSTAIN: Continue to offer the trainings and programs that are still highly successful. Scott is updating the curriculum for the 2019 programs and enriching it with neuroscience and muscle physiology units.**

*REMODEL: Concepts of remodeling the Madison studio are being considered to improve the entrance and appeal of the location. See this project through to completion.*

Remains the same.

*REBRANDING: A new name is established for the studio in Blue Mounds. Continue to implement and promote the new identity.*

Remains the same.

~~*LOCALITY: To meet the demand of localization being expressed, discussions of opening a location in the downtown area of a new town are in process.*~~

Removed.

*INTERNET MARKET: Expanding the offerings available on the internet.*

INTERNET MARKET: Expanding the workshop schedule and offerings available on the internet for live stream attendance and recorded viewing.

Scott and other teachers have applied for grandparenting to acquire the IAYT credential. We are currently waiting on IAYT to complete its process. Then we will consider the development of continuing education programs.

*RETREATS: In 2018, past retreats will be offered again, and new retreats are being developed.*

RETREATS: In 2019, past retreats will be offered again, and new retreats are being developed.

New:

ADVERTISING/RECRUITMENT: Administration has and will continue to explore and test marketing strategies. We are utilizing different internet and local marketing strategies, and continue to explore options.

## **E. Future Think.**

*Five years from now our school will be the most reputable yoga teacher training school in the state of Wisconsin. We will be known for our skilled instructors, and competent graduates. Our graduates will be in high demand and because of their deep understanding of the practice of yoga and how it relates to anatomy and physiology of the body. The level of skill and integrity our graduates bring to their classes will be what continues to uphold the reputation of Alignment Yoga, its Advanced Studies Programs and its graduates of these programs. Alignment Yoga is already working towards this and its graduates are often highly regarded in the community as being exceptionally capable and skilled teachers of yoga.*

Remains the same.