

# **Inner Fire Yoga WEAB Institutional Plan 2018**

## **A.Mission**

**MISSION STATEMENT:** Inner Fire Yoga's mission is to deliver an authentic yoga experience. We offer hot, power and yin yoga with the highest level of expertise and integrity to inspire those who reach for excellence to achieve freedom in body, clarity of mind and generosity of heart.

**STUDIO VISION STATEMENT:** The name Inner Fire Yoga grew out of the yoga principle "tapas", meaning fiery discipline or internal flame. Through a committed yoga practice, tapas burns away physical and mental roadblocks leading to a state of mental focus and physical freedom. At Inner Fire Yoga we pledge to ignite your inner fire - your tapas - inspiring you to reach higher and burn brighter.

**STUDIO VALUES:** We value the wellbeing of individuals and the greater community; compassion and acceptance; friendliness; kindness; commitment to a disciplined yoga practice; integrity; humility; cleanliness; and environmental consciousness.

## **B. Market**

The market is comprised of people whose goal is to obtain a 200 hour yoga teaching certificate to teach yoga in the forms that Inner Fire Yoga teaches: Inner Fire Flow, Hot Yoga, Power Yoga and Yin Yoga. The market is mostly Madison and the surrounding cities, but occasionally extends outside of Madison, usually as a result of recommendations from previous graduates who are teaching outside of Madison, for example in the Milwaukee area. We reach our market through regular emails to our base of over 15,000 email contacts, Google ads, Facebook ads, and through social media posts on Instagram, Facebook and Twitter. We also send out posters and invitations to studios in Wisconsin that do not advertise teacher training as part of their offering. Our competitors include all of the local teacher training programs including but not exclusively Dragonfly Hot Yoga, Perennial Yoga, The Studio, Bliss Flow Yoga, and more.

## **C. Management**

Sandy Homburg, E-RYT 500 through the Yoga Alliance, is the Director of Teacher Training. Sandy not only graduated from Inner Fire Yoga's teacher training, she has been teaching at Inner Fire Yoga since graduating six years ago. She is a senior teacher and very well respected in our community.

After each session, the Director tweaks the content and curriculum based on her experience with the previous session's group. As a result our teacher training has been polished over these years.

We follow standards and curriculum as put forth by the Yoga Alliance and have very high

ratings by our graduates who have registered as yoga teachers at the 200 hour level with YA. Inner Fire Yoga's teacher training is a very basic training and it is the program's goal to make sure each person has a strong foundation, a wellspring of resources, many hours of experience practice-teaching, and the confidence to deliver a solid, well-conceived and strongly led yoga class upon receiving their certificate of completion. They are consistently ready to teach yoga with a high level of skill as a new yoga teacher. Marit Sathrum is the owner of the business and teaches the business course in the school. She is the executive who supervises directors and managers, and she is the CFO who manages the financials and reports on the P&L. Marit and the Director of Teacher Training, with the participation of management of the studio business, have regular strategic meetings regarding teacher training, the market, and the road to continuous improvement. The school regularly surveys its graduates for the WEAB, which provides important feedback regarding the satisfaction of the participants and graduates. In addition, the Yoga Alliance requires each graduate pursuing a certification to fill out a survey that provides important feedback and an overall rating that is published to the public through their website. We are very satisfied with the continuous satisfaction ratings we receive from the graduates as a result of both surveys.

#### D. SWOT

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>-well trained/experienced staff</li> <li>-Specialized/focused/experienced instruction</li> <li>-have a good pool of specialized experienced people to draw from for staff needs</li> <li>-Flexibility in the module program—can get certified in as little as 4 weeks or upto 2 years can put modules together in any order</li> <li>-only Hot training in Midwest</li> <li>-A lot of graduates (more than our competition)</li> <li>-past grad support – provide references, advice and support</li> <li>-program has been around for a several years – staff has more experience with the program (than competition)</li> <li>-a lot of Inner Fire Yoga instructors graduated from our program</li> <li>-provide grads discounts on continuing education</li> <li>-lots of testimonials to pool from</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>-first mover disadvantages</li> <li>-confusing buying process and pricing structure</li> <li>-do not teach “an experience” style but more of a “nuts and bolts of yoga” or intellectual style</li> <li>- no formal system/program for yoga assistants or interns</li> <li>-trainees are not recognized in the studio classes</li> <li>-teaching staff at studios don't know who the trainees are</li> <li>-needs to be better communication between teacher training staff and studio staff</li> <li>-develop more compelling marketing message</li> </ul>
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<ul style="list-style-type: none"> <li>-first to market</li> <li>-great survey results from WEAB and YA surveys</li> <li>- high satisfaction rate of graduates</li> </ul>	
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>-offer early bird registration discounts</li> <li>-market to outside our community</li> <li>-market to studios that do not have training programs</li> <li>-partnering with graduates to have them promote our program</li> <li>-market our successful graduates, % of how many are working in yoga</li> <li>-marketing our high yoga alliance score</li> <li>-marketing our high satisfaction rate from WEAB surveys</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>-confusion in the market about the meaning of “Hot Yoga”</li> <li>-competition opening several new studios and offering teacher trainings so they may have a lot of positions to fill for their own graduates</li> <li>-market could become saturated with 200 hr yoga teachers and training programs; not enough jobs for graduates</li> <li>-discounts could cheapen our brand</li> <li>-Madison Yoga community is not cohesive</li> <li>-market wants “fitness yoga” plus other fitness options not “just yoga”</li> </ul>

#### Goals:

Continue to craft a cohesive, targeted message for marketing, use message uniformly across different platforms. This is always a work in progress.

Market each module at least six months in advance. (We have reached this goal!)

Instigate early registration discounts (We are doing this.)

Use real and recent testimonials, in addition to the high satisfaction survey rates. in marketing and promotional text. (We are doing this.)

With a new East Madison studio location opening in Dec. 2018, the attendance goal is minimum 14 in each module.

#### **E. Future**

Inner Fire Yoga’s teacher training program is a 200 hour program that follows the curriculum of the Yoga Alliance. It is a very basic program which we describe as “Yoga 101 & 102 - not a bachelor's degree, or master's degree”. It is challenging to offer the content in a 200 hour program with very specific curriculum requirements because the subject is vast. However, we continually improve the program as a result of experience and feedback from the participants over the seven plus years we’ve offered this program. Each time the program is offered, it is polished and thus results in a higher level of satisfaction by the participants. A recent

testimonial: “I learned so much more than I thought I would, and the experience was much more than I expected!” We do not have plans to change, alter or add to our program/curriculum. We continue to strive for constant refinement in what we offer (our brand tag line is: “Reach Higher - Burn Brighter”). We will continue to offer a 200 hour Yoga Alliance Registered Yoga School program.