

## **Tosa Yoga Teacher Training Institutional Plans (Update for 2018)**

Based on our initial SWOT analysis at the onset of our program, the below pieces of information are updates:

### **Strengths:**

Our strengths of program staff and an established business with a large number of clientele remain our biggest and have proven to be valuable to us in this first year of our school. We are also not establishing a reputation of having had two solid years of running this program.

### **Weaknesses:**

Our weaknesses are still the same. Even though we are in our second current year, we do not know a lot about the population of people interested year to year in this program. And, we really only advertise to our current student population. We are working to change that and advertise to a larger audience.

### **Opportunities:**

The opportunities our current established studio have afforded us continue to be helpful. We have a large base of clients and that continues to grow as well as the field of yoga in general.

### **Threats:**

Our threats of other programs and studios nearby offering similar programs remain the same.

### **Goals for Strengths & Weaknesses:**

Our goals have been helpful. We have used feedback from our current program attendees and used that feedback for marketing purposes. And, we have, via social media, promoted our current program and informed other community members about it along the way. The school is definitely known among our clientele at the studio. We also are now advertising to local physical therapists as well as fitness professionals through a local gym that we have established a relationship with.

### **Goals for Opportunities & Threat:**

Our goals remain the same here, as in, we will continue to share relevant information about yoga and its growth and the importance of yoga teachers for many various populations with our community of clientele.