

Plymouth Yoga

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Institutional Planning 2023

A. Mission

1. Offer a teacher training program that cultivates awareness of the present moment as the foundation for developing the skills necessary to be an effective, intuitive, and respectful yoga teacher.
2. Assist teacher trainers with developing a personal yoga practice that is authentic to self.
3. Offer useful understanding of basic anatomy, physiology and kinesiology principles as they apply to yoga asana and general biomechanics.
4. Foster an open, honest, and compassionate environment within the community of yoga teachers and yoga students where feedback is provided thoughtfully and learning takes place bi-laterally.
5. Encourage the integration of classical yoga wisdom with our current day experiences, interactions, and relationships.

B. Market

Plymouth Yoga's market includes three types of students.

1. Students who want to become yoga teachers.
2. Students who want to deepen their knowledge of yoga for personal enrichment.
3. Students who want to supplement their effectiveness at their current job using the tools and techniques of yoga. This may include educators, nurses, counselors, physical therapists, etc.

All customers have familiarity with yoga and want to expand their knowledge of it. These customers know we are an operating school because of email engagement, postings on website and social media, print materials, like catalogues, brochures, and flyers.

The market is lacking in local yoga teacher training, mostly due to the pandemic. There is one other active yoga school with a 20 minute driving distance, which is not currently offering certification sessions. Their focus is significantly different from our approach. There are 5 schools within a 1 hour driving distance. Three of those offer a mindfulness training similar to ours, however they do not have a strong foundation of a co-op partnership that we offer.

The Plymouth Yoga Mindfulness yoga teacher training is open to students of every level. That market includes three sections. Yoga enthusiasts who want to enhance their personal practice but not interested in teaching to others. Yoga students who have developed a passion to teach to others and require training and certification. And thirdly, career professionals who have a commonality with yoga i.e. masseuse, nurse, mental health specialist, cancer-care professional, etc, who want to expand their ability to care for those within their community through other means. Our training has a strong focus on mindfulness and meditation; awareness of internal, external, and all parts of the self. It is in this area that we differentiate ourselves within the market.

C. Management

Plymouth Yoga's Teacher Training management is led by Kaitlynn Kiela, who directs and teaches the program She is the lead coordinator, administrator, and advertiser of the school.

Jessica Kohn, fellow 500 hour trained lead teacher, will be coordinating curriculum this year and leading teaching hours within the program. She is Yoga Alliance certified and is registered to lead continuing education yoga programming.

D. Swot Analysis

1. Strengths and Weaknesses

This training program ended up having only 2 registrations for 2023, and has decided to not accept enrollments in 2024. Through planning in 2024 we will decide if the program will run again in 2025 or if the training program remains inactive, or dissolves. Goals are being evaluated and reconstructed based on past experience and future expectations while not having current experience.

A.

2023 GOAL: Seek out feedback from former graduates on most valuable parts of training—use multiple years since graduation as indicator of what aspects had the most lasting effect on trainees.

2. **Result:** No trainings have been lead in recent years, new curriculum standards have been developed. Looking for past experiences to inform how we adhere to new standards

B.

2023 GOAL: Align 2023 curriculum and hours as closely to new standards as possible. 1. Take in depth notes, 2. construct and employ in depth feedback evaluation form, 3. use experience to refine curriculum in order to submit for Yoga Alliance review for 2024 calendar year.

Result: Our school has submitted the updated curriculum to Yoga Alliance, and is waiting to hear a response.

C.

2023 GOAL: Recommit to 2020 goals of transitioning to online marketing, re-engage with the Yoga Teacher Training world after being inactive, Goal is to connect with other organizations and businesses that pair with yoga, wellness, fitness, etc. Offer to share advertising materials with clients of these other organizations, in 50 mile radius. Share print materials and online ads with a minimum of 10 locations as soon as we are allowed to begin advertising (January 2023).

Result: We have not shared advertising materials with more than 3 organizations. Advertising through flyers and online was minimal. Immediately upon launching the 2023 training, 5 people applied, but over the course of the year, 2 withdrew and one died, and no one else applied in the meantime.

2. Opportunities and Threats

A.

2023 GOAL: Successfully enroll 3-10 trainees to participate and graduate from our program. The success of one full teacher training provides opportunities to grow our teaching community, which is currently under threat of not being robust enough to sustain and grow our yoga community as a whole. More individuals invested in yoga in general, but our yoga community specifically will foster the growth of our training program and lend strength and mentorship to future programs

Result: We have only have 2 trainees enrolled to participate and on track to graduate from the 2023 program. This does not feel successful, lot's of opportunity for growth.

B.

2023 GOAL: Our weakness is not having worked together in offering training before. Our opportunity is to do so successfully this year, and grow in our strengths to offer a robust and successful training program. Jessica and I are both member/owners of our local yoga co-operative and we plan to implement what we have learned in cooperative partnership to lead our program in an equitable and shared manner.

Our goal is to both lay out a plan to lead co-opeatively and create promote materials that emphasize the necessity of working with others and rising out of isolation, and becoming stronger together.

Result: The 2023 program has just begun, and we will have more results in the coming months.

C.

2023 GOAL: The opportunity of using the platform of the yoga co-op as a space that forms and informs support for the professional success of our graduates. Goal to implement monthly “Teacher Club” sessions to show potential student/clients there is professional support for them upon graduation. Many YTT programs leave graduates with little onward assistance, some may offer teaching positions within their own studio space, but our goal is to encourage yoga teaching growth to develop personal yoga businesses to thrive as individuals (as well as in our yoga community).

Result: We have not completed the 2023 goal.

E. Future Vision

In 2025 the Plymouth Yoga Teacher Training will offer 2 programs, a 200 hour level, and the additional 300 hour curriculum for further education. We will be in the effort of establishing ourselves as the yoga program in the area that offers higher level yoga training, in an integrated way. We continue to differentiate ourselves from other programs in that we offer training with a focus on teacher development and teaching specific populations, and not just one specific style of yoga.

The opportunity to teach existing teachers is incredibly valuable and increases the knowledge of yoga in the community. In 5 years, instead of customers becoming interested to teach yoga, we will have yoga teachers interested in learning more about their craft. The pool of yoga teachers continues to increase, and Plymouth Yoga can draw from that growing population.

Our professional development program will be evolving, as we learn more about what our community needs in terms of yoga in the workplace, yoga for seniors, yoga in schools, and yoga for populations challenged by addiction, trauma, and mental health issues.