D. SWOT ANALYSIS

I am committed to providing the best educational experience to my students. I maintain a current and up to date perspective on hypnosis techniques. I have been a practicing hypnotist for over 25 years and have amassed a vast amount of knowledge and experience that I share with my students. I am continuing my self-education in hypnosis techniques and have joined an on-line hypnotist forum.

I want to expand the coursework offered at The Labyrinth Center. Most specifically, I am interested in developing a spiritual life regression class. This would be available only to certified hypnotists and involve a great deal of practice and hands-on evaluation. I have secured the permission of a renown past-life regressionist (now deceased), Henry Leo Bolduc, to use his materials in teaching a regression class. My goal is to have the spiritual regression class developed and ready to offer to students in 2024.

I am currently preparing materials for this class. In 2019-20, I completed training and the required practicum to be certified by the Michael Newton Institute as a Life Between Lives Therapist.

At this time, I have decided against inviting guest instructors to teach a course as a one-time or on an on-going basis. Because of the WEAP cost involved in adding a course, I have decided not to pursue guest instructors.

I have explored the possibility of offering an on-line Hypnosis Certification. In order to offer on-line instruction, I will require the class to be offered while teaching in-person. Those in person will be used for demonstration purposes. I am considering adding on-line students to a future class and exploring the electronic requirements as well as whether adding on-line students might detract from in-person students.

I need to update my website to include website security and mobile capabilities. I have consulted with a website builder who is exploring updating my website. This is on-going at this time.

I need to develop an ongoing process of evaluation by former students. I have recently created a Facebook Page that includes a private group for former students. I am developing a forum whereby these individuals can interact with each other regarding thoughts, ideas, questions, problems they face in their practice. I also plan to initiate an annual get together so former students can reconnect with each other and meet others who attended different classes. I anticipate having an on-line “Gathering” of former students in 2024. My on-line Facebook group for former students is now on-going.

I have secured renting a more up-to-date office space that has handicap accessible meeting rooms. I had utilized this space to see clients in July of this year.

I recognize that even though I offer a very small class size, it is important to have a variety of students in any one class. I need to explore methods of communicating the availability and benefits of studying hypnosis at my school and to generate a greater interest to ensure an ongoing student population. My student population is generated by individual interests. The only advertisement for my classes is my website.

E. FUTURE VISION

In five years, I expect I will be teaching the NGH Certification Course and a spiritual life-regression course.

I will continue taking coursework, attending seminars and workshops to enrich my personal hypnosis practice as well as my teaching.