

**Institutional Planning**  
**EAP Form 1.10 (Rev 11/17/2023)**

**A. MISSION.** Describe your school's mission and vision, which identifies its purpose and its core values.

The Yoga Room is dedicated to teaching authentic yoga that upholds the teachings of this 5,000 year old tradition. The school will explore the art, philosophy and science of yoga allowing students to fully transform. Our mission for practicing and teaching yoga is to allow people to be happier and healthier. This yoga study is all about cultivating and understanding how the tools of yoga facilitate this mission.

**B. MARKET.** Discuss the nature of your school and the business in which it is engaged. Describe who your existing and/or potential customers are and what motivates them to enroll in your school. Explain how you let these customers know you are in business. Finally, identify who your competitors are and how you are different from them.

The Yoga Room is a 235-Hour Yoga School teaching students how to not only teach yoga but to also further develop their transformation through yoga.

Our primary customers are current students who are interested in learning more or becoming yoga teachers. We are also pulling from all yoga students in the Chippewa Valley and beyond. We market through social media and radio and of course current student already in our space.

Our competitors are all "immersion trainings" in destination locations. We have found these to be less effective as there is simply too much to learn in a short amount of time leaving students with an overwhelming lack of understanding of how to teach a safe and effective class.

Yoga Schools in Minneapolis are another source of competition. These schools are very good, however they are far away and require a weekly commute.

**New Competition:** Online 200 Hour Yoga Training! During Covid The Yoga Alliance started to allow Online Trainings. These often follow the "get rich quick" type of business model. As they have little to no regulation, no checks and balances to test what the students have learned and often do not even involve any live face-to-face via Zoom type meetings for the training. They are cheap, fast and impersonal cookie cutter bare bones training. People pay just a few hundred dollars, download a course and claim to be certified and knowledgeable in the teachings.

**C. MANAGEMENT.** Describe your management team and how it functions to lead, administer and position the school. If your school has advisory boards, describe how the school uses them for program and school improvement.

The management is run by the studio owner Wendy Oberg. She is the school's facilitator and lead trainer. She is active with Yoga Alliance and part of "10 group" of other Yoga Studio and Yoga School owners sharing ideas and best practices. Wendy is also credentialed as one of the Yoga Alliance's Continuing Education Providers recognized world wide.

**D. SWOT ANALYSIS.** Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following:

### **Strengths**

We are the leader in the market with the best facilities, location, biggest studios, free parking and the most classes.

We have the most experienced and well trained teachers, several are trained in Yoga and beyond.

We have a very open and joyful culture where everyone feels welcomed, heard and seen by staff and other members.

The program involves several master teachers to allow for more diversity in teaching and training styles.

We continue to hold the highest standards for any and all teachers in the studio regardless of their involvement in the training.

We are considered the Elite Yoga Studio to teach in as we require the most experience and training from all our teachers.

Teachers who teach in other studios throughout the area come to our studio to train, practice and level up!

### **Weaknesses**

The trainings run over 9 months, this time commitment is needed to make the program effective however people view it as a huge time commitment.

Not reaching the people that may be interested.

People think they have to be "good" at Yoga in order to do the training.

### **Opportunities**

We are the only local school that offers this in depth and all inclusive of teacher training in the area.

We don't have a lot of outside costs to run our program and we have the studio space available so we are able to offer our training for several hundred dollars less than other training.

Yoga is on the upswing in our community.

More people Doing MOre Yoga, we now have a studio in Minneapolis and can bring soem more exert teachers to Eau Claire with this partnership.

### **Threats**

Destination training that offer a quick teaching certificate.

As we train more teachers we will potentially create more competition. Since we started our Yoga School 4 new Full time Yoga Studios have opened with teachers we trained. Good for the Yoga World, just makes us stay on our toes to continue to be the lead studio.

Online Trainings are cheaper, faster and easier.

**The goals should have specific objectives, defined results, a timeline for completion and metrics (some type of evaluation or measurement) by which the institution can evaluate/measure their success. In developing its goals, the school may wish to refer to the Elements of Effective Institutions graphic that is included on the back page of this form.**

Run an ad campaign that highlights our strengths and how our yoga study provides stronger results than immersion trainings. This campaign will be a mix of social media and radio.

Our Yoga Study teachers will be given 'advanced training' allowances to ensure they continue with their own personal education so that we maintain the lead in the market for experience.

Our goal is to enroll 16 people in each study. We will develop a list of current Yoga Room Members/Students that would be a good fit for the program and personally invite them.

We will maintain our high standards by involving and recruiting only master teachers to be on the teaching staff.

Our studio will continue to offer 90+ classes a week, this is up from 60+ last year, so that even as more studios and teachers emerge in our market we will maintain our market share as the leader.

**E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

Five years from now we will be on our 18th 235-Hour Training. We will also be offering 500 Hour Training as there will now be a need in the market for advanced training. We will continue to be the market leader. We will have Teacher Tune Up Retreats where we take one week to dive back into the core teachings in beautiful locations around the world! Every year we add to our Alumni list and I have had past graduates ask for future opportunities to continue learning and connecting with “their yoga study group”.