

Tosa Yoga Teacher Training Institutional Plans (For 2024 Renewal)

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 our now six years of our school. We are also now establishing a reputation of having had six solid years of running this program. And, we can now use our experience in leading this program during that time. A new strength is that our studio is growing. We made several changes to our pricing structure and added memberships and an introductory month for classes in 2022. Since then, we have been busier and have had many new students attending classes at Tosa Yoga so more students are now aware of our teacher training program.

Weaknesses:

Our weaknesses are similar. Even though we are in our sixth 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, and I continue to be surprised that students are finding out about us by having a good reputation as a school and studio. Additionally, we did skip a year. We did not hold our program in 2021 due to the pandemic and staffing changes.

Opportunities:

The opportunities our current established studio have afforded us continue to be helpful. And, last year, I worked with both a branding designer and a business consultant, and we made several changes to increase our student population, adding a membership and new student introductory month, both which have been very beneficial. This has allowed us to have a larger population to advertise to for teacher training. We also now have six years of graduates who continue to tell others about their positive experience in our program.

Threats:

Our threats of other programs and studios nearby offering similar programs remain the same. And, now since the pandemic, it seems more teacher training programs are being offered online, so convince is a threat to our in-person program. And, it seems that more and more of these are opening all of the time. We are working to keep our material very up to date, give quality instruction, and promote the benefits of in person learning to stay competitive.

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. It also seems that after pandemic many of our current students/studio members are interested in their personal wellness even more and are interested in our program for their own growth.

Goals for Opportunities & Threats:

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. And, as stated earlier, we are continuing to keep our material very up to date and give quality instruction to stay competitive. My biggest goals are to now keep the studio busy and thriving. And, with that, we hope to see an increase in our numbers in our teacher training program again.