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II School Profile

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The mission of the 200 hour Find Your Edge Yoga (FYEY) Teacher Training program is to prepare students to deepen their own personal practice and study of yoga and to teach general yoga to a diversity of populations. It is our intent to provide the knowledge needed to strengthen your own practice, or to teach yoga to a broad range of populations.

This program has been carefully tailored to meet a variety of learning styles and includes educational time between sessions with online activities, ensuring consistency of concepts and greater exploration of the themes discussed. The FYEY program incorporates modern educational learning tools, styles and flexibility. Key features include exposure to a variety of yoga styles as compared to many programs rooted in one lineage; consistent mentoring throughout the program; schedule flexibility; collaboration with fellow students using online discussion board; as well as exposure to the business of yoga.



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II – Teaching Location Information

**LOCATION, FACILITIES, AMENITIES**

The FYEY Yoga Teacher Training (YTT) Program will meet at rented space from Hayward Fitness Fanatics, located at 15959 Dyno Drive in Hayward, Wisconsin. All props and supplies needed for training and to participate in yoga practices will be supplied at the studio. Bathrooms and showers also are available.

Classes will be held in Studio 1

EAP Form 1.10

1. **Mission. Describe your school’s mission and vision, which identifies its purpose and its core values.**

Mission: The mission of the 200 hour Find Your Edge Yoga (FYEY) Teacher Training program is to prepare students to deepen their own personal practice and study of yoga and to teach general yoga to a diversity of populations. I

Vision: Through thoughtful education, training and exposure to a wide variety of yogic concepts, the FYEY Teacher Training program will be responsible for movement and mindfulness making its way to new populations.

1. **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.**

Nature of business: The FYEY Teacher Training program is a yoga teacher training school accredited through Yoga Alliance.

Customers (current/potential): Those wanting to deepen their yoga knowledge and practice, whether or not they actually want to teach.

Motivation: Target students will be motived by the fact this program has been carefully tailored to meet a variety of learning styles and includes educational time between sessions with online activities, ensuring consistency of concepts and greater exploration of the themes discussed. This program will enable you to maintain balance in your own practice, work and family life.

**Awarenes**s: FYEY will market through the following channels:

In the newsletter and social media outlets sponsored by Hayward Fitness Fanatics, the site location

Hayward Yoga Teachers Facebook Group

Word of mouth

**Competition**:

There is no local competition (no YTT schools within a 90 mile radius that I know of), so the competition is schools elsewhere in Minnesota and Wisconsin, as well as online options.

The FIND YOUR EDGE YOGA DIFFERENCE

The FYEY program incorporates modern educational learning tools, styles and flexibility. Key features:

* **VARIETY:** Exposure to a variety of yoga styles as compared to many programs rooted in one lineage.
* **MENTORING:** Consistent mentoring throughout the program as well as after graduation.
* **FLEXIBLITY:** The program schedule offers flexibility including the option to make-up sessions.
* **BALANCE:** While in-person training is mandatory through Yoga Alliance, an online discussion board, surveys and other tools are used between in-person sessions.
* **THE REST OF THE STORY:** This program goes beyond learning poses, cueing and sequencing to a broad-based education on yogic philosophy, Ayurveda, yoga for special populations (those with chronic pain, seniors, kids, pregnancy, etc.) and the business of yoga.

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

***Management is Kimberly Kayler, e-RYT200, e-RYT500***

A former marathon runner, Kimberly was drawn to yoga as a complimentary workout on her off days. She soon discovered that yoga wasn’t simply a way to work her body, but to heal her mind and soul. After learning about how yoga was being used to help our veterans heal from PTSD and traumatic brain injury, she decided to become a teacher as a way to honor her father, a retired Army Colonel. A graduate of a 100-hour training program that specializes in working with veterans as well as others with chronic pain and/or depression, she then went on to 200 hour Registered Yoga Teacher (RYT) as well as her 500 RYT certification through YogaFit. Her 500 RYT program specialized in restorative, Ayurveda, and yoga for athletes. She also has extensive training in yin yoga. In addition to her yoga training, Kimberly is certified in Crossfit Mobility, PiYo, TRX yoga, Body Balance Barre method and Mat 1 Pilates. Kimberly is the owner of Find Your Edge Yoga, LLC and holds the registration for the school with Yoga Alliance. She serves as chief school administrator and teacher.

Kimberly has a journalism degree and a master’s in business, so she’ll use those skills in promotion and community outreach. No advisory boards currently exist but that is a fantastic idea. See additional details on standards in the catalog.

1. **SWOT Analysis. Identify your school’s strengths, weaknesses, opportunities, and threats. Based on the results of this analysis, provide:**

**Strengths**

* Highly interested group of yoga students in the area – underserved
* Yoga Alliance reputation
* Reputation of host studio

**Weaknesses**

* Don’t have own facility
* Small staff (Just Kimberly – guest teachers)

**Opportunities**

* Advisory Board
* No local competition
* Partnering with local healthcare system to promote

**Threats**

* No longer able to rent the studio space
* Competitor emerges
* Online programs
* Economy (people don’t have the money for training)

**Goals: 3 to 5 goals for strengths/weaknesses and how they will be addressed**

1. Host informational sessions for potential students (August – September). Desired result is 25 people interested, 15 sign up.
2. Promote the Yoga Alliance credential in marketing (Ongoing) – Net Promoter Score at start and completion of program
3. Build faculty bench strength by trying different teachers at guest lecturers throughout the program. If they are a good fit, create action plans for them to be added as faculty (throughout the 9 month program – goal of two new faculty)

**Goals: 3 to 5 goals for opportunities and how they will be addressed**

1. Creation of an advisory board from the committee to get input on need and the pgoram. (Timeline: summer 2023) Desired result: 5 active board members
2. Conduct an in-depth studio of regional in-person schools to determine competitive landscape. Outline differentiators (summer 2023). Deliverable is talking points about our strengths as compared to these schools.
3. Conduct an in-depth studio of online schools to determine competitive landscape. Outline differentiators (summer 2023). Deliverable is talking points about our strengths as compared to these schools.

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

The Find Your Edge Yoga, LLC Yoga Teacher Training Program will have graduated 25 students who are now helping bring movement and mediation to under-served populations in northwest Wisconsin. The program will be the “go to” resource for those seeking yoga teacher training in northwest Wisconsin.

Balance Sheet Template – EAP Form 2.01

On the following page, please find the check register for Find Your Edge Yoga, LLC. The expenses/income related to the school are highlighted in yellow. Other income is for teaching yoga – that is not related to the school. All other expenses are not related to the school.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Date** | **Memo** | **Expenses** | **Revenue** | **Account** |
| Dec. 28 | Emily Gallagher | 750 |  | Design work |
| 14-Dec | Yoga School supplies | 154.66 |  | Best Value copy - printing YTT manuals |
| 14-Dec | Yoga School supplies | 406.32 |  | Best Value copy - printing YTT manuals |
| 14-Dec | Yoga Alliance fees | 562.93 |  | Yoga Alliance school fees |
| 13-Dec | Pay back KK for loan to FYEY | $6,571.90 |  | Payback KK for previous loans to FYEY |
| 12-Dec | HFF bonus |  | 100 | HFF bonus |
| 12/6/2022 | Yoga Teacher training deposit |  | 14745 | YTT deposit |
| 12/6/2022 | teach workshop in Nov |  | 60 | Nov paycheck |
| 12/6/2022 | Teaching in Nov |  | 154 | Nov paycheck |
| 11/20/2022 | Advocare | 119.43 |  | Advocare fees |
| 10/6/2022 | Sept payment |  | 88 | Sept HFF paycheck |
| 9/22/2022 | Advocare | 171.18 |  | Advocare products |
| 9/12/2022 | book payment from Joy for YTT |  | 50 | Books |
| 9/12/2022 | paycheck from HFF |  | 196 | August teaching |
| 8/2/2022 | paycheck from HFF |  | 166 | July teaching |
| 7/12/2022 | paycheck from HFF |  | 100 | June teaching |
| 6/5/2022 | paycheck from HFF |  | 146 | May teaching |
| 5/31/2022 | verizon | 241.53 |  | pay back KK for paying phone bill |
| 5/31/2022 | transfer $400 from savings |  | 400 | Transfer |
| 5/23/2022 | Insurance - yearly payment | 163.95 |  | Insurance |
| 5/16/2022 | Rotary Donation | 100 |  | Donation |
| 5/6/2022 | HFF April paycheck |  | 208 | Paycheck from HFF |
| 4/14/2022 | Cell phones | 241.6 |  | Cell phones |
| 4/10/2022 | 2021 taxes | 250 |  | accounting fees |
| 4/3/2022 | March paycheck from HFF |  | 363 | paycheck |
| 22-Mar | apple.com | 2.99 |  | yoga subscription |
| 21-Mar | spotify | 13.95 |  | music |
| 11-Mar | apple.com | 26.83 |  | music |
| 3/7/2022 | Advocare | 118.11 |  | Advocare |
| 3/1/2022 | February teaching payment |  | 223 | HFF payment |
| 2/28/2022 | verizon | 241.6 |  | Phone |
| 2/21/2022 | Books for workshop at studio | 84.32 |  | Office Supplies & Software |
| 2/15/2022 | verizon | 241.6 |  | Phone |
| 2/14/2022 | transfer to Kayler - pay back for partner yoga supplies | 43.19 |  | Office Supplies & Software |
| 2/11/2022 | transfer to savings | 500 |  | Transfer to savings |
| 2/11/2022 | Univ of WI prof dev | 100 |  | Professional Development |
| 2/11/2022 | Advocare - annual fee | 19.95 |  | Office Supplies & Software |
| 2/10/2022 | Live True 500 hour payment |  | 2000 | Payment for Curriculum |
| 2/7/2022 | Reimburse for downdog app | 14.99 |  | Office Supplies & Software |
| 2/5/2022 | Pay back KK for wine for partner yoga | 30.41 |  | Office Supplies & Software |
|  | Transfer from savings |  | 250 | Transfer |
| 2/4/2022 | Womens Wilderness Discovery retreat | 587.1 |  | Yoga retreat |
| 2/1/2022 | HFF payment |  | 230 | Payment for teaching at HFF in January |
| 1/31/2022 | Professional Dev courses | 148.9 |  | Professional Development |
| 1/25/2022 | Robocop for FYEY cell phone | 38.63 |  | Office Supplies & Software |
| 1/15/2022 | Tax prep | 175 |  | accounting fees |
| 1/19/2022 | apple | 2.99 |  |  |
| 1/6/2022 | HFF payment |  | 106 | Payment for teaching at HFF in December |
| 1/3/2022 | UPS | 7 |  |  |
|  |  | **$10,257.15** | **$ 19,585.00** |  |
|  |  |  |  |  |
|  | **Balance in Checking account Dec. 31, 2022 $5,483.94** |  |  |  |
|  | **Balance in Savings account Dec. 31, 2022 $2,018.84** |  |  |  |