

Inner Fire Yoga WEAP Institutional Plan 2024

A. Mission

MISSION STATEMENT: At Inner Fire Yoga, we strive to foster a thriving community. We serve that community by offering a wide variety of disciplined yoga practices with the highest level of expertise and integrity, including Hot, Power, Inner Fire Flow, Yin yoga classes and more. Through yoga practice, we aspire to achieve healthy bodies, clear minds, and generous hearts.

STUDIO VISION STATEMENT: The name Inner Fire Yoga grew out of the yoga principle "tapas", meaning fiery discipline or internal flame. Through a committed yoga practice, tapas burns away physical and mental roadblocks leading to a state of mental focus and physical freedom. At Inner Fire Yoga we pledge to ignite your inner fire - your tapas - inspiring you to reach higher and burn brighter.

STUDIO PROMISE: Step through our doors and discover a warm, cheerful refuge. Replace the noise of your busy world with the comfort of a safe, clean and healing environment. Our supportive community and expert instructors will encourage, guide and motivate you to achieve new heights of fitness in mind and body. Join us to create a life of balance, strength and inner peace.

STUDIO EQUITY STATEMENT: Inner Fire Yoga vows to create a safe space for all yoga practitioners regardless of race, ethnicity, gender, age, religion, sexual orientation, income level, profession, body type, or level of yoga experience. All beings are welcome and encouraged to explore the benefits of a yoga practice with us.

STUDIO VALUES STATEMENT:

We value the well-being of individuals and the larger community through Compassion, Kindness, Discipline, Inclusivity, Integrity, Cleanliness, and Humility.

B. Market

The market is composed of people whose goal is to obtain a 200 hour yoga teaching certificate to teach yoga in the methods that Inner Fire Yoga offers: Inner Fire Flow, Hot Yoga, Power Yoga and Yin Yoga. The market exists only in Madison, WI and the surrounding cities. We reach our market through regular emails to our base of over 15,000 email contacts, Google ads, our Facebook/Instagram community and Facebook/Instagram ads, and through word of mouth. We rely heavily on testimonials and referrals by our previous teacher training graduates. Our competitors include all of the local teacher training programs including but not exclusively

Dragonfly Hot Yoga, Perennial Yoga, and others.

C. Management

Marit Sathrum, Owner of Inner Fire Yoga and E-RYT 500 through the Yoga Alliance, is the Director of Teacher Training. Marit initiated and directed the teacher training in its first few years. She then passed the directorship off to Joan Bliefertnicht who retired and passed it to Sandy Homburg. Sandy retired in July 2021 and Marit took over starting with the Foundations 2021 module. After each session, the Director tweaks the content and curriculum based on the experience with the previous session with the goal of constant improvement.

We follow standards and curriculum as put forth by the Yoga Alliance and have very high ratings (currently 4.8/5, with over 100 ratings) by our graduates who have registered as yoga teachers at the 200 hour level with YA. The training program has an exemplary reputation and is one of the original yoga studios to offer training in South Central WI. Inner Fire Yoga’s teacher training is a basic training and it is the program’s goal to make sure each person has a strong foundation, a wellspring of resources, many hours of experience practice-teaching, and the confidence to deliver a solid, well-conceived and strongly led yoga class upon receiving their certificate of completion. They are consistently ready to teach yoga with a high level of skill and confidence as a new yoga teacher.

Marit works with the Director of Marketing and Operations, and the studio assistants to organize, administrate and fill the program. Regular strategic meetings are held regarding teacher training, the market, and strategy for continuous improvement. The school regularly surveys its graduates for the EAP, as well as independently after each training session. These surveys provide important feedback regarding the satisfaction of the participants and graduates, and how we might improve the program. In addition, the Yoga Alliance requires each graduate pursuing a certification to fill out a survey that provides important feedback and an overall rating that is published to the public through their website. We are very satisfied with the continuous satisfaction ratings we receive from the graduates as a result of the surveys.

D. SWOT

Strengths <ul style="list-style-type: none">-well trained/experienced staff and supplemental instructors-Specialized/focused/experienced instruction-have several specialized, experienced experts to draw from for staff needs and curriculum specialties-the first Hot Yoga training in WI-post grad support – provide references, advice and support	Weaknesses <ul style="list-style-type: none">-first mover disadvantages-do not teach “a modern experience” style but more of a “nuts and bolts of hatha yoga”- no formal system/program for yoga assistants, mentorships or interns-trainees are not recognized in the studio’s classes-teaching staff at studios don’t know who the trainees are
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<ul style="list-style-type: none"> -12 years of experience -a lot of Inner Fire Yoga instructors graduated from our program -provide grads discounts on continuing education -lots of testimonials -great survey results from YA surveys - high satisfaction rate of graduates - payment plans offered to qualified persons upon request - scholarship plan: 2 per year scholarships: \$250 and \$500 	
<p>Opportunities</p> <ul style="list-style-type: none"> -offer early bird registration discounts -market to outside Madison community -market to studios that do not have training programs -partnering with graduates to have them promote our program -market our successful graduates, % of how many are working in yoga -marketing our high yoga alliance score -marketing our high satisfaction rate from WEAP and internal surveys -market being the only Original Hot Yoga training in S. Central WI -develop more compelling marketing message 	<p>Threats</p> <ul style="list-style-type: none"> -confusion in the market about the meaning of “Hot Yoga” -several local studios have closed due to the pandemic, which means fewer yoga teacher jobs/opportunities -discounts/competition could drive down pricing -Madison Yoga community is not cohesive -market wants “fitness yoga” plus other fitness options not “just yoga” -Possible business disruption due to any known and unknown threats such as public health, severe weather, etc.

Goals:

Minimum of ten in each module.

Continue to craft a cohesive, targeted message for marketing, use the message uniformly across different platforms. This is always a work in progress.

Market each module at least six months in advance. (We have reached this goal!)

More marketing in regards to the early registration discounts.

Targeted marketing, not just spread a wide net (doing this).

Funnel marketing (doing this now).

Use real and recent testimonials, in addition to the high satisfaction survey rates in marketing and promotional text. (We are doing this.)
Max out at 16 in each training module.

E. Future

Inner Fire Yoga's teacher training program is a 200 hour program that follows the curriculum of the Yoga Alliance. It is a basic program which we describe as "Yoga 101/102 - not a bachelor's or master's degree in yoga". It is challenging to offer the content in a 200 hour program with very specific curriculum requirements because the subject is vast. However, we continually improve the program as a result of experience and feedback from the participants over the thirteen years we've offered this program. Each time the program is offered, it is further polished and thus results in a higher level of satisfaction by the participants.

We continue to monitor the Yoga Alliance's curriculum for changes. Last year we changed from a modular system of 100 hour modules that could be combined to earn a 200 hour certificate, to a 200 hour training that runs from October through March, 8 weekends. This is due to declining demand for teacher training. The Original Hot Yoga training is a 75 hour continuing education certification program and is offered every two years.