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

LifePower Yoga Teacher Training’s Mission is to provide wholesale, high-quality learning experiences for those who desire to teach yoga or deepen their own practice. Our core values, nationally, are that of integrity and hard work!

2. 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.

Our business is a National Yoga Teacher Training business within the LifeTime Fitness umbrella.

Our customer base is a well - being conscious person. Their motivation for enrollment in our school includes but is not limited to future work in a field they admire and self-growth.

We use social media and in-club signage to spread the word to our potential clients.

We are unique as a school because we have a core curriculum that is over 4 decades old with a direct lineage to Ashtanga Yoga. We are also a National school with many locations.

3. 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.

We have faculty and a student services board. Above all we have a Human Resolution Team that assists with both students and team member ( staff ) concerns and problem solving.

4. Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following: - 3-5 goals for strengths/weaknesses and how they will be addressed by your school.

\* 3-5 goals for opportunities/threats and how they will be addressed by your school.

> 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.

Strengths: We are backed by the yoga alliance who is auditing our curriculum and staff yearly. They also protect the ethical guidelines for graduates. We provide daily open communication to both faculty and students.

Opportunities: As a school we strive to reach more than just those walking through the doors of a LifeTime gym. We hope to be available to everyone.

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> 1. Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

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We continue to grow YOY and see that same trajectory 5+ years from now. We’ve been in business since 1993 and have seen continuous positive feedback and longevity.

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> Elements of Effective Institutions graphic.

> It's a circle with Mission values goals written in the middle and

> around the circle says Institutional planning, advertising

> recruitment, interview/enrollment, curriculum development delivery &

> evaluation, staff & instructor selection, professional development &

> evaluation, student services, program evaluation, facilities planning,

> fiscal analysis & planning