

Institutional Planning 2023 - 2024

Santosh Yoga LLC

A. Mission

To groom yoga teachers to learn alignment based yoga and its applications. So as to effectively teach a wide variety of people. To enhance health and well being of participants

Vision

To GUIDE people learn to heal from WITHIN and to uplift human consciousness of life.

B. Market

Teaching the next generation of yoga teachers how to teach yoga

Potential students of yoga and teachers of yoga

Uniqueness of our focus on detail alignment, experience and application of yoga

word of mouth, through our website.

All schools of yoga.

We are different because none of the schools directors grew up in India teaching alignment based yoga, and Bryant's vast knowledge on Anatomy and experience of teaching for many decades.

C. Management

Currently we do not have a management team. Bryant's wife Kirstin Kroner (incase Bryant is unwell or for any other reasons), to assist in teaching. So far we have not used the services.. These teachers are certified by Santosh Yoga.

Currently we see who has interest, and potential to become a good teacher from within our students.

D. Swot analysis

Strength: Program director has studied in India and has direct teachers/mentors from India

Several decades of experience teaching yoga

Entire program taught by the program director

Weakness:

Solely dependent on the director's knowledge to teach the program.

GOALS:

1. To teach people who are interested in helping others, not just getting a certification, as we are not interested in producing club type of yoga teachers

E. Future think

- Students who are loyal to us, to groom students from within
