D. SWOT ANALYSIS

I am committed to providing the best educational experience to my students. I maintain a current and up to date perspective on hypnosis techniques. I have been a practicing hypnotist for over 25 years and have amassed a vast amount of knowledge and experience that I share with my students. I am continuing my self-education in hypnosis techniques and have joined an on-line hypnotist forum.

I want to expand the coursework offered at The Labyrinth Center. Most specifically, I am interested in developing a spiritual life regression class. This would be available only to certified hypnotists and involve a great deal of practice and hands-on evaluation. I have secured the permission of a renown past-life regressionist (now deceased), Henry Leo Bolduc, to use his materials in teaching a regression class. My goal is to have the spiritual regression class developed and ready to offer to students in 2025.

I am currently preparing materials for this class. In 2019-20, I completed training and the required practicum to be certified by the Michael Newton Institute as a Life Between Lives Therapist.

At this time, I have decided against inviting guest instructors to teach a course as a one-time or on an on-going basis. Because of the WEAP cost involved in adding a course, I have decided not to pursue guest instructors.

I have explored the possibility of offering an on-line Hypnosis Certification. I plan to offer my instruction as live and on-line only beginning in 2025.

I need to update my website to include website security and mobile capabilities. I have consulted with a website builder who is exploring updating my website. This is on-going at this time. My updated website is nearing completion and I expect it to be launched 1/1/2025.

I need to develop an ongoing process of evaluation by former students. I have recently created a Facebook Page that includes a private group for former students. I am developing a forum whereby these individuals can interact with each other regarding thoughts, ideas, questions, problems they face in their practice. I also plan to initiate an annual get together so former students can reconnect with each other and meet others who attended different classes. I anticipate having an on-line “Gathering” of former students in 2024. My on-line Facebook group for former students is now on-going.

I need to explore methods of communicating the availability and benefits of studying hypnosis at my school and to generate a greater interest to ensure an ongoing student population. My student population is generated by individual interests. Currently, the only advertisement for my classes is my website. I hope to receive affiliation with the Michael Newton Institute to offer a 2-Module Transpersonal Hypnotherapy Course that will provide the training required by the MNI for its incoming Life Between Lives® facilitator students.

E. FUTURE VISION

In five years, I expect I will be teaching the IACT certified Transpersonal Hypnotherapy Course on-line.

I will continue taking coursework, attending seminars and workshops to enrich my personal hypnosis practice as well as my teaching.