Original Plan:

Strengths:

1. We have over 30 years experience teaching Pilates and owning a studio and will continue to take continuing education classes yearly to stay current and informed.

2. Our teacher training program is very comprehensive providing the students with a vast Pilates repertoire to teach their clients. PSC is continually updated their curriculum to meet the needs of our students.

3. Our facility is large and has multiple pieces of equipment for the students to work with. We are currently investing in more props for the studio and for our training programs and will continue to update the studio as needed.

Weaknesses:

1. This is our first time running a teacher training program. We will be working hard to iron out the kinks and stay in contact with PSC should any questions arise.

2. Heather Froh and Heather Happel are the only full time trainers at the studio as well as the only Master Trainers qualifies to teach the training program. Balancing all this will be a great challenge. We hope to choose a couple of students from our first couple training programs to train at our studio. This will provide future students with more trainers to observe.

3. Because Heather and Heather are the only trainers at the studio the teacher training students are limited to their schedule for observation hours and studio time. Again, we hope to choose a couple of students from our first couple training programs to train at our studio. This will provide future students with more trainers to observe.

Opportunities:

1. There are two hospitals in Lacrosse. We have physicians from both hospitals currently as clients and they have expressed interest in somehow incorporating Pilates into their physical therapy programs. We will be in communication with them as our program grows.

2. UW Lacrosse and Northwestern Technical College have programs in the health and wellness areas. There is a great potential to pull prospective students from these programs who want to incorporate Pilates into their degree.

3. There are several dance studios in town that will also be a great place to pull potential students from. There is also a dance program at Viterbo college in town.

Threats:

1. The area is saturated in Yoga studios and Yoga certification programs. This might provide competition for our program. We will have to define our program and how it differs from Yoga and the benefits that provides.

2. Lacrosse is a relatively small town, we may need to expand our advertising and scope to reach more students.

3. Pilates teacher training programs are long and intense. The program might seem too daunting to potential students. We will work to inform potential students of the full time commitment and encourage them that we are here for them throughout their training journey.

2019 Review:

Our Teacher Training program was very successful. To date we have run the full program twice, the first time with three students and the second time with a solo student. We found the program be very comprehensive with plenty of review time for our students. They all tested out of all sections of the program with high grades and at the end of their fulfilled hours were ready to go out and train people in the method of Pilates with confidence. Even though the program is long and hard all the students completed the program with high marks.

I feel like Heather and I were very much able to sustain the teacher training as well as our other training and business duties. We feel like the students had plenty of studio time to fulfill all their hours and had plenty of equipment and practice bodies to use.

2020 Review:

Due to Covid this year we finished up with our solo student and then have not been able to run the program again. We hope to run it again 2022 either in the spring or summer. We are also looking at a plan to have the educational part of the program done in 10 weeks as opposed to 16. We feel that might be a good fit on the summer months for college students.

2021 Review:

We are continuing to offer the Teacher Training program at least once a year but so far had not had anyone complete the application. We are finding it difficult to recruit students for in person comprehensive training when there are so many online versions out there post Covid. We are again attempting run a program 2022 September and hope to have at least two students.

2022-2023 Review:

This year we had two students go through our program and complete it. We have hired both of the students and they are doing really well in their new field. Because of the management change and Heather Happel being the sole owner she will most likely not take on another teacher training program this next year. She hopes to continue the program the year after.

2024 Review:

Heather Happel had 5 students this spring. 4 local doing the full program, and one student from Madison for the Mat Pilates certification only. Out of that group, there will be 3 who stay and work at the studio. It was a great group of ladies. Younger. I ran a 13 week program instead of the 16 week original.

Original Plan:

Our vision for our school in five years would be to be able to run the program twice a year with a potential of 6 students each time. We will hopefully have more trainers working at the studio at that point so that we can provide our students with more trainers to observe and more hours that they can be in the studio. We will be working with local businesses, hospitals, and schools to inform them of our program, advertise it, and have our name out in the community as well as our surrounding area.

Review 2019:

We are looking forward to running the program again in February 2021. So far we have one student already signed up for the program. We have not run the program this fall due to Covid but are hopeful it will be safe to run next year. We hope to use the time from now to then to promote the program. We have hired one additional part time trainer and also have a local trainer in the area who comes in and guest trains providing future students with more variety of trainers to observe and learn from.

Review 2020:

Again due to Covid we have not run the full program again but hope to have a new group in spring or summer 2020.