

# INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)



STATE OF WISCONSIN  
EDUCATIONAL APPROVAL PROGRAM  
P.O. Box 8366  
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The Educational Approval Program (EAP) is a postsecondary education agency that employs a regulatory model focused not only on compliance, but also institutional effectiveness. To facilitate an environment in which schools seek to be effective organizations that improve over time, the EAP requires schools to submit evidence that appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAP and school officials to engage in a dialogue over time about the effectiveness and future of the school.

Schools that already have some type of strategic or business plan (e.g., schools that have either a corporate or accreditation plan) must adapt these documents to the following requirements and focus on Wisconsin operations and students. The EAP does not expect any school to divulge any sensitive, proprietary business information. The information must address the five elements identified below and provide the information requested.

## I. SCHOOL INFORMATION

Name of School:

The Twisted Warrior

## II. PLANNING ELEMENTS

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

The Twisted Warrior is committed to helping trainees deepen their yoga practice on and off the mat. Our training program teaches the philosophy, history, and practice of yoga and will provide the trainees with the tools to teach, to lead, and to inspire. We strive to provide an exceptional education to all our students, and to maintain an environment that is conducive to safe and effective learning. During this course we offer all students confidentiality, and the support they need to personal growth and development.

**B. MARKET.** 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.

The Twisted Warrior offers a unique opportunity for individuals to become yoga teachers. We provide a small intimate classroom which allows trainees the freedom to develop their teaching skills, and to develop personally as individuals. Our trainees come from all walks of life, most are already taking my yoga classes at the studio. Potential trainees find out about this training by word of mouth, as well as personally at the studio.

Our main competitor is another studio in our city, but they offer a different style of yoga. The Twisted Warrior offers training in power yoga which is a more physical practice than others offer.

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**C. MANAGEMENT.** 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.

I am the management, sole owner, and lead trainer.

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**D. SWOT ANALYSIS.** Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following:

- 3 to 5 goals for strengths/weaknesses and how they will be addressed by your school.
- 3 to 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 that is included on the back page of this form.

Strengths: include our eight years in business, we have a good base of clients, and we are well-respected in the community, We offer classes at small studio able to offer individual attention, and offer plenty of free parking.

Own main Weakness is that we have limited space, unable to offer things like aerial yoga, or massage/juice bar services that may draw people to the studio.

Opportunities include partnering with local colleges, hospitals, and senior living. We have a unique opportunity being in a city on a lake, as we could offer Paddle Board yoga.

Threats is the competing yoga studio, as well as the YMCA.

Our goals include Training more teachers so we can add classes, search for a larger space, continue to offer superb individual attention, do more advertising, and continue to position ourselves in our community as a reliable, credible and outstanding studio.

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**D. SWOT ANALYSIS** *(continued)*

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**E. FUTURE VISION.** Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

Five years from now I hope we are still going strong, graduating teachers who are professional and knowledgeable and who stay and teach at the studio, and refer their friends. I would also like to see others take the course to just enhance their personal yoga practice.

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**III. SUBMISSION**

*I hereby certify that the information contained on this form and any attachments to the form is true and correct to the best of my knowledge.*

Signature of Authorized School Official:

Lucy Mathers, owner and lead trainer

Print or Type Name and Title of Authorized School Official:

Lucy Mathers

Date:

May 16, 2021

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# INSTITUTIONAL SYSTEMS

