**SCHOOL INFO**Therasage Equine Massage Certification & Therasage Canine Massage Certification

**PLANNING ELEMENTS**

**A. Mission, vision, purpose, core values.**

Mission: Therasage EMC Equine and Canine Massage Certification Courses provide a highly educational opportunity for students to broaden their knowledge of equine and canine anatomy, develop business skills that lead to a promising career path, and earn certification in either Equine or Canine Massage – all with a purposeful goal of students gaining employment in their chosen fields upon completion of its respective course.

Therasage EMC operates under its core values of honesty, hard work, ethical behavior at all times, inclusivity, professionalism, passion and integrity, in order to remain the industry leader in equine and canine massage certification.

**B Market**
**Therasage Equine Massage Certification** Instruction has been the leader in Equine Massage for more than 19 years. Our four-day program features both class lectures/instruction and one-on-one instruction that puts students in touch with numerous horses to ensure a broad equine experience.

Students interested in a career in Equine Massage or other equine care fields seek out Therasage EMC for personal and career development. Therasage works with some of the best trainers in the world and is trusted by several leading institutions, making us a go-to resource for those interested in equine massage certification. Therasage EMC attends many competitions and shows for visibility and marketing, and customers/clients connect with us after seeing our presence on social media, web, and through marketing solicitations/mailings. The past few years, competition has grown with many other equine massage programs trying to reach our level. We differ in many of them through our years of experience, the backing of leading trainers and institutions, and number of clinics/classes offered.

**Therasage Canine Massage Certification**

The Therasage EMC Canine Massage Certification Program is a four-day comprehensive training designed for anyone interested in K9 massage: Veterinarians, Vet Techs, Boarding Kennel Staff, Groomers and more. On average, people spend more than 5 billion annually on their pets, and current trends point to pet owners seeking alternative, non-invasive care to complement their veterinary services. In addition, canine competitions have reached a new level: from agility, fly ball, police dogs, dock diving, barn hunt, resulting in a need for injury prevention and treatment. Participants will learn massage, PEMF and other modalities.

Therasage EMC advertises in veterinary clinics, magazines, word-of-mouth referrals to raise brand and market awareness.

**C Management**
As owner and founder, I am the only employee. My connections and relationships with lead equine trainers and professionals, veterinarians, other massage therapists and general community, plus student feedback received, open the opportunity to learn continuous improvement.

**D** **SWOT Analysis**
STRENGTHS: Uniquely positioned in the equine and canine massage fields because of length and depth of experience teaching equine and canine massage. In the equine field, I have worked with leading trainers with successful outcomes, resulting in positive testimonials and referrals. In the canine massage field, I have been performing and teaching canine massage for more than 19 years, connecting with other professionals in the canine health field: veterinarians, boarding professionals, groomers and more.

GOALS: Evaluate performance on a regular basis to measure effectiveness and efficiencies; enhance adaptability to changing markets; preserve relationships to maximize referrals and recommendations.

WEAKNESSES: Economy of scale - being a one-person educational business creates limitations in amount of classes offered and the number of students in a class. It also constrains when and where classes are held. Budget constraints limit our ability to market broadly (because we offer services nationally) and/or expand, and make us dependent on venues/facilities to host our programs over the four-day schedule. GOALS: Research ideas on how to maximize opportunities with limited staff and budget; identify new ways to expand the budget.

OPPORTUNITIES: Prospects exist for more equine and canine massage clinics throughout the United States and even globally. GOALS: Examine additional ways to attract more students and more host facilities; identify target markets and increase directed marketing efforts to those areas; research new access points to prospective students in our equine program via shows, competitions, referral programs, and students in our equine program through community engagement and animal care facilities.

THREATS: Additional equine massage and canine massage certification programs developing, even online. Economics -- as horse owners cut back on this level of care for their horses, and canine care facilities deal with limited staff. Legislation in various states that may prohibit animal massage from individuals other than veterinarians.

GOALS: Continue to stay current on equine and canine massage best practices to remain the top-rated certification program; Constantly seek out competitor classes in order to best evaluate costs and enrollment options; serve on committees that advocate for the profession and communicate on related legislative issues.

**E** Future Vision
Therasage EMC aims to continue its prominence in the field of equine and canine massage certification through maintaining best practices, staying current on techniques and instruction methods, and increasing referrals and recommendations from top trainers. Our vision for the next five years is to increase our capacity and presence throughout the United States, increase enrollment in our certification offerings, and be the top-of-mind equine and canine massage certification program.