

The Innerwork Center X DaVinci Center

2023



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Meet the Team



Marieasha Little
Multi-Interdisciplinary Studies



Tim Phu
Marketing



Chance Johnson
Product Design



Lizzy Shin
Graphic Design



Mariah Rodriguez
Psychology

Problem Statement

Past Problem Statement

"How might we refine Innerworks' current marketing approach so that their product offerings appear more intuitive and appealing to the appropriate audiences?"



Current Problem Statement

"How might we communicate with and cater to the target audience of The Innerwork Center in an effort to build brand awareness?"

Members have a lack of awareness surrounding membership



Members are unaware of the complete product offerings of IWC.



Members are confused about the difference between having a membership v. attending individual classes.



Members are unsure which membership tier will provide them with the most value.

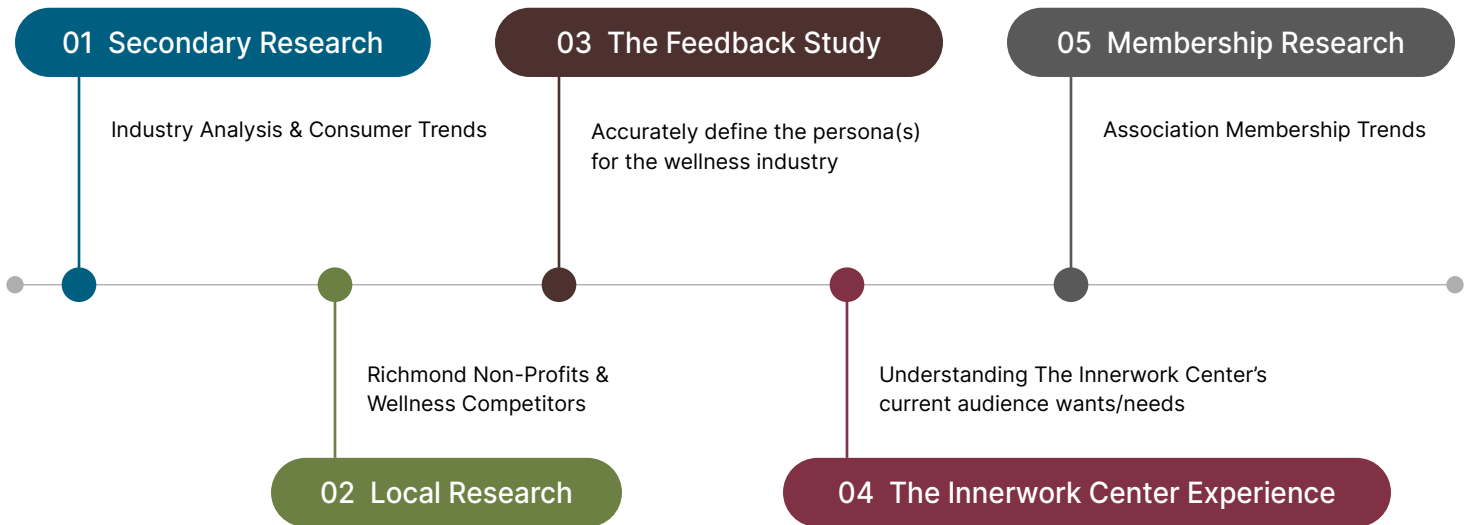
Overall utilized the scientific process, human centered design, and design thinking.





RESEARCH DESIGN

Research Design



	Goal	Outcome
01. Secondary Research	<p>Utilize VCU library database to understand the wellness industry and consumer trends through: Industry reports</p> <ul style="list-style-type: none"> • Industry reports • Academic journals • Market trends 	<p>Better understand the current trends</p>
02. Local Research	<p>Research local Richmond nonprofits and wellness competitors</p>	<p>Gained a comprehensive understanding of the competitive landscape</p>
03. The Feedback Study	<p>Consulted Feedback, a social listening company, where all of our \$400 budget went towards to accurately define the persona(s) for the wellness industry</p>	<p>Defined The Innerwork Center's audience persona as the work-life worriers</p>
04. The Innerwork Center Experience Study	<p>Gather the opinions and thoughts of The Innerwork Center's current audience to betunderstand and serve their needs</p>	<p>Understand The Innerwork Center's current audience's wants/needs</p>
05. Membership Research	<p>Conducted membership research to provide valuable insights into membership trends</p>	<p>Revised The Innerwork Center's Membership Tier Model and Membership Experience</p>

Wellness Industry Analysis

Market Size: 4.4 trillion USD in 2020

- Expected to increase dramatically by 2030

Market Share:

- ExMarket Share: Mental wellness 131 billion USD

Market Segments

- Demographic (Gender, age, and ethnicity):
 - Women have dominated the clientele in wellness spaces
- Overall most common group → Caucasian women ages 30+

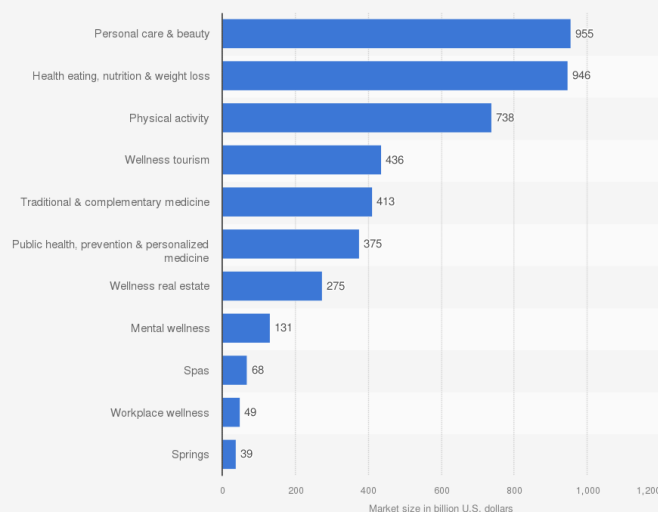
Major Players

- Wellness is broad - industry can be “blurry”
- Gyms: Life Time, LA Fitness
- Mental health: Headspace, Calm
- Technology: Apple, Oura Ring

Market Drivers

- Market Drivers
- Democratized well-being (social media)
- Self-optimization (mental, physical, spiritual improvement)
- The search for purpose (heightened sense of self-awareness)
- Taking back control (era of technology, political/economic stressors)
- A new balance (sedentary lifestyles and increased chronic illnesses)

Market size of the wellness industry worldwide in 2020, by segment (in billion U.S. dollars)



Sources
Global Wellness Institute; Website
(wellspa360.com)
© Statista 2022

Additional Information:
Worldwide; Global Wellness Institute; 2020

Consumer Trends



COVID-19 Mainstreamed Mental Health

The COVID-19 pandemic has caused consumers to prioritize their health and wellness needs, particularly their mental health, as they continue to work remotely and face increased stress levels, leading to a higher motivation to make lifestyle changes, while seeking free or low-cost ways to manage their stress.



Gender Differences

Men tend to rate themselves as very healthy compared to women, and women are more stressed out for more reasons, with concerns about the future, personal relationships, and household responsibilities being the top stressors. Women are also more likely to be open about their mental health struggles compared to men, who are pressured to conform to societal stereotypes of masculinity that discourage open emotional expression and may require encouragement to discuss their struggles with mental illness and seek help from others.



Perceptions on Mindfulness

Mindfulness and meditation are perceived as less important for a healthy lifestyle compared to other activities such as sleeping, eating healthy, and exercising. This presents a challenge for brands to encourage consumers to embrace the concept and understand its benefits, particularly in terms of stress reduction.



New Emerging Audiences (Black Americans & Hispanics)

Black Americans and Hispanics both face challenges in achieving their ideal level of health and wellbeing due to various factors such as cost, time, ongoing responsibilities, and mental health stigmas. However, Black Americans tend to be more motivated to improve their health and are actively making efforts to address both their physical and mental health.



LGBTQ+ Learning Towards Wellness

LGBTQ+ identifying individuals present poorer mental health and physical health compared to the heterosexual and cisgender population.

Richmond Non-Profits Research



Membership Tier Model

- Student \$10
- Teacher \$35
- Seniors
- Individual \$35
- Individual \$45
- Senior Family \$50
- Family \$60

- Individual \$70
 - Dual \$105
 - Family \$105
 - Student \$10
- VMFA Circle Membership
Leadership Membership

- Individual \$50
- Dear Friend \$125
- Sustainer \$250
- Seniors (65+) \$35
- Student \$10

Membership Motive

To enjoy history, nature, animals, and provide their children with learning experiences

To introduce their children to the arts and get engaged with the community,

To support IWC's effort in making Richmond a wiser and more compassionate place to live

Differences

Memberships are both catered towards families with children.

Serving individual wants/needs

Competitive Analysis/Landscape



Heartfulness

A global non-profit institute that focuses on science-based wellness practices to help individuals, children, families, communities, organizations and businesses, and government organizations.



The Well Collective

A space for conscious community that offers intergenerational wellness, equitable healing modalities, and workshops for individual and collective wellbeing.



Sankara Wholistic Wellness

Focused on re-establishing emotional, mental & spiritual balance through transformational individual and group self-healing and empowerment sessions and services.

HIGH BRAND AWARENESS



AFFORDABLE

EXPENSIVE



LOW BRAND AWARENESS

Audience/Persona of the Wellness Industry



The Dabbler

Wants/Needs

- Practical applications in daily life
- To feel like they are working towards a goal/working on themselves
- Membership: Needs quick wins to show progress
- Individual (a la carte): Preferred for "trying out"

Barriers

- Commitment/Sticking to plans
- Used to sampling and moving on
 - May pay for Membership but not use it then not renew
 - Ex. spas with subscriptions
- Current multitude of options enjoyable for them



The Influencer

Wants/Needs

- To be seen working on themselves and as an influence on others
- Dealing with change "work, status, etc.)
- Membership: Likely allergic to commitment unless you're paying them
- Individual (a la carte): Absolutely

Barriers

- Loves being a resource for others
- No commitment
- Not realistic in goals or attitudes
- Likely may transform into another Persona with:
 - Personal change
 - Work change

The Innerwork Center's persona audience



Work Life Worrier

Wants/Needs

- Time
- Organized assistance: they are in a "try anything/everything" approach but it feels self-driven
 - From digital eye strain to bad posture to quiet quitting to meditation...nebulously untethered concept
 - Subtype Worry for Family Worriers:
 - Can't put themselves first / selfish worry
 - What could help us all? How can I help them if I can't help myself?

Barriers

- Help discerning what they want/need
- Membership: A membership tailored to either them
 - Couple Membership
 - Parent Membership
 - Family Activities
- Individuals (a la carte): Less attractive - want direction

Tech

- Has "tried" apps
 - Has a dozen unused apps on their phone
 - Are constantly peddled apps by ads
- Open to anything but tech usually = expensive
 - The cost of price
 - The cost of time to see any actual change

The Innerwork Center’s Persona Audience:

Struggles to identify their own wants and needs, and desires tailored membership options for themselves or their family. They feel overwhelmed and have less time for themselves due to worrying about work and life. Although open to technology, they find it too expensive and feel bombarded with ads and promotions when trying new apps. There is a cost of time to see any actual change.



Kate Robinson

Work-Life Worrier

Job Title :	Teacher
Age :	51 Years Old
Location :	Richmond, VA

“Might be nice to have more “Intro to” one-hour sessions that could introduce a topic so that someone could decide whether to sign up for a multi-day/longer series.”

Frustrations/Pain Points

Work-life balance

Personality

Introverted ————— ● ————— Extroverted

Tech Savviness

Low ————— ● ————— High

Wants/Needs

Personal growth, improving mental health

Goal

Direction, assistance with discerning what she needs, interested in tailored membership programs

Why the Work-Life Worrier?

According to research supplements obtained from the social listening study, it was found that the Work-Life Worrier group would be the most prime due to its numbers. This group encompasses a large and identifiable volume of people that could also build upon itself through word of mouth.

The Innerwork Experience Survey

Gather the opinions and thoughts of The Innerwork Center's current audience to better understand and serve their needs



Sections:

- Demographics
- Overall Satisfaction
- Classes
- Membership
- Website

77.8% said The Innerwork Center was recommended by a friend or colleague

No participants acknowledged if they found The Innerwork Center through search engine results (Google, Bing, etc)

Our Findings:

IWC's Value Proposition is unclear

- The Innerwork Center's unclear value proposition, coupled with a lack of consistent messaging and scattered communication about its desired impact on the community, may be contributing to confusion among members and a lack of awareness about the organization's mission and goals
- They want to purchase a membership for the value proposition, but is confused with how that is being done or what that is

"Lacks clarity about its desired impact on the community whether that is RVA or something else; too scattered"

"The statement about a wiser and more compassionate RVA has not been offered publicly. How would anyone know about this phrasing?"

There are too many "clicks" on the website

- Members have expressed difficulty navigating the website, citing the excessive number of clicks required. This issue may be related to the use of Humanitru, which opens in a new window and adds an extra step in the navigation process
- 50% of survey participants said they found a challenge while using the website

"Can't see all of the programs on a monthly calendar, several clicks to actually register for a program"

"Too many clicks"

"Reduce the number of clicks to register"

Uncertainty with Membership Tiers & Benefits

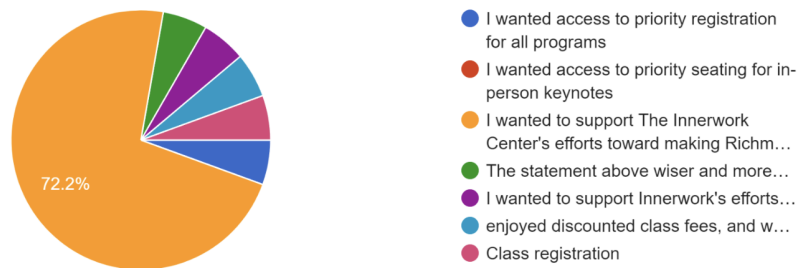
- Members do not utilize the benefits of the current membership tier model, as it does not offer any associated benefits for each tier

"I wasn't sure what the tiers mean"

The Innerwork Experience Survey

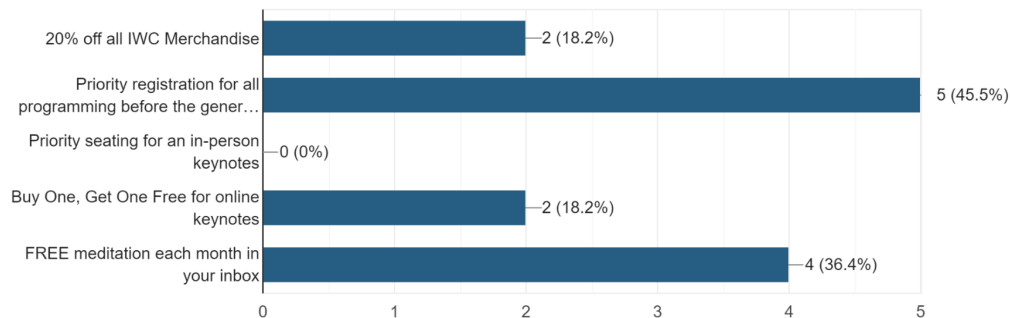
If you've ever purchased a membership with The Innerwork Center, what was your primary reason for doing so?

18 responses



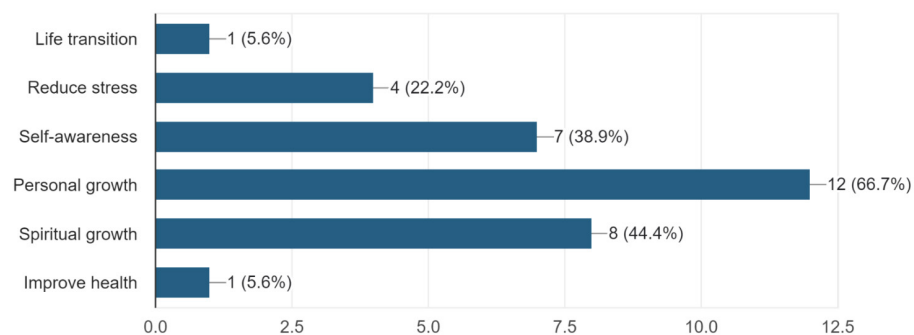
What membership benefits have you utilized in the past? Please check all that apply to you.

11 responses



What was your primary reasoning for choosing The Innerwork Center classes?

18 responses





FINAL RECOMMENDATIONS

Final Recommendations

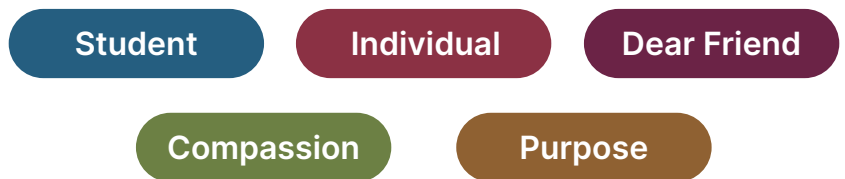
Messaging Strategy Update language for clearer understanding of IWC value proposition

Updating language and tone in-house has no cost, but building a resource library may require hiring a content specialist, which depends on the library's size and scope.



Membership Strategy Increase brand awareness and boost traffic to website

Implementing our revised membership tier model and calendar list in-house has no extra cost. However, offering free one-time consultations to recommend classes based on a member's needs may require hiring additional staff or outsourcing to a specialist, and costs will depend on the level of expertise needed.



Marketing Strategy Increase overall membership and engagement, and retain members

Onboarding email implementation and newsletter revisions in-house has no extra cost. However, SEO and PPC campaigns can be outsourced to a marketing agency or done in-house with existing staff, and costs will depend on the campaign's scope and required expertise.

DIGITAL MARKETING

- SEO: Utilize correct keywords and keyphrases on Google organic listings
- PPC: Optimize sponsored listings using Google Ads
 - Set up PPC on Google Ads

SOCIAL MEDIA

- Social media campaign
- Revised Social media templates

WEBSITE

- Reduce clicks in UI/UX for easier navigation

EMAIL MARKETING

- Onboarding email
- Revised email newsletter layout

Messaging Strategy



Easy to understand language

The current language used in The Innerwork Center's website can be confusing and overwhelming, which can act as a barrier to entry for consumers who are interested in learning more about wellness practices but are intimidated by the jargon

Solutions:

- Use plain language
- Provide educational resources (videos, infographics)
- Offer intro workshops or classes
- Use inclusive language.



Value Proposition Awareness

The Innerwork Center's value proposition is to provide a safe, welcoming, and supportive community that empowers individuals to explore their inner selves, deepen their spiritual practices, and improve their overall well-being.

Solution: Testimonial Videos on IWC Website's Digital Library

Why?

- Social Proof
- Showcase the community
- Specific benefits of IWC's service



Consistent Messaging

As a wellness center that seeks to inspire curiosity, cultivate mindfulness, and awaken the spirit, IWC should use language that is easy to understand and that reflects its mission of creating a supportive community for individuals on their wellness journey.

Current tone of voice: may be uninviting to a new audience because it contains a lot of jargon that may be unfamiliar to individuals who are not familiar with the wellness industry.

Solution: Tone of Voice: Welcoming, supportive, and approachable

- Social media posts
- Email newsletters
- Website


Resource Library

Where will all of this content go?

- To sum up our messaging strategy, implementing a resource library for the work-life worrier audience would be beneficial in communicating The Innerwork Center's value proposition.


Type of content:

- Testimonial Videos
- Intro to IWC/Who are we video
- Intro to class topics
- Past class recordings (members only)

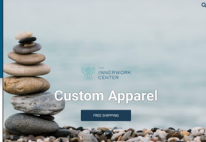


PROGRAMSGET TO KNOW USDONATEMEMBERSHIP


RESOURCE LIBRARY



Our Story: Learn about who we are and what we offer[Watch now](#)



Merchandise- new merch came in[Check it out](#)




An Interconnected Forest-by Jenee Johnson[Read more](#)

Category:


Type:

Welcome to our resource center where you can find tons of useful information




Podcast

Finding our Fit - Susanna Wu-Pong Calvert speaks with IWC facilitators[Watch now](#)



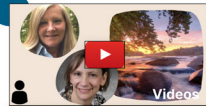
Podcast

Beautiful Work Beautiful Life- Laurel Holland's speaks with Executive Director of IWC[Watch now](#)



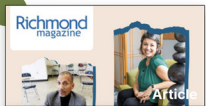
Article

What is mindfulness + meditation[Learn more](#)




Video

Forest bathing- Experience the benefits of Shinrin-Yoku -Watch 06/3 class[Watch Now](#)




Article

Richmond Magazine interview with Rachel Douglas[Read more](#)



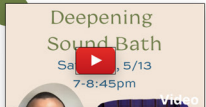
Report

2021 Annual Report[Read more](#)




Open ed

Unexpected Lessons in Mindfulness- by Lauren Larsen[Read more](#)



Video

Intro to Deepening sound Bath[Watch now](#)




Topic

Mindfulness + Compassion[Learn more](#)

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Contact Us

The Innerwork Center
213 Rosemeath Road
Richmond, Virginia 23221
804.359.0384
hello@innerworkcenter.org

Subscribe To Our Newsletter:

Sign up for our weekly e-newsletter, monthly Words for the Journey original essay, and other (very) occasional updates. We promise not to share your information or bombard you with unnecessary email!

SIGN UP

Nonprofit Information

The Innerwork Center, a 501c3, is a catalyst for well-being through programs that inspire curiosity, cultivate mindfulness, and awaken the spirit. We envision an individual and collective human experience rich with compassion, authenticity, and meaning. As a fully transparent nonprofit organization, you can find our financial documents on

GuideStar

DBA: innerc and

17

Marketing Strategy

Onboarding Email

- An email to new members with ways to get involved

New Email Newsletter Layout

- Concise while relevant information layout

Revise MailChimp Usage

- Update design layout of emails
- Create segments (members, non-members/prospects, stakeholders/donors)
- Call to Action
- Cleanup Subscribers
- Setup/build out nurture program (automation mailchimp)

Social Media Campaign

Revise current social media design for style cohesiveness

01. Promote IWC's mission, values, and programs.

- Education
- Entertainment
- Motivation

Inspiring quotes, testimonials, and information on upcoming events. (Facebook, Instagram)

Additional: Explain services, where they originate & interview facilitators

02. Partner with local wellness influencers OR professionals to promote IWC's programs and services on their social media accounts. (Instagram)

03. Host a social media contest to increase engagement (i.e. How will you #BeginWithin today?)

04. Leverage user-generated content to showcase the community and impact of The Innerwork Center's program. (Facebook, Instagram)

MailChimp Example



Dear [Name],

Welcome to The Innerwork Center community! We are thrilled to have you embark on this journey towards spiritual growth and personal transformation with us. Our center offers a variety of workshops, classes, and events designed to help you cultivate a deeper sense of awareness and tap into your inner wisdom. Whether you're seeking to learn new skills, meet like-minded individuals, or simply take some time for yourself, we have something for everyone.

To get started, [we recommend exploring our upcoming events calendar and registering for any workshops or classes that interest you.](#) Our knowledgeable staff is here to help guide your journey and help you find the resources you need to truly thrive.

If you're ready to take your journey to the next level, [we encourage you to register for one of our membership tiers.](#) Our membership tiers allow you to enjoy greater benefits and access to exclusive offerings tailored to your needs. These include discounted rates on workshops and classes, access to our online resources, and priority registration for events and retreats.

Thank you for choosing The Innerwork Center as your partner in personal growth. We look forward to supporting you on this journey.

With love and light,
[DIGITAL SIGNATURE]
The Innerwork Center Team

REGISTER NOW



Get to know us more! Meet **Executive Director, Rachel Douglas**, in this video and learn about our story.



Weekly Program Highlight



Sound Bath Meditation

Saturday, May 13th from 7:00pm-8:45pm
Saturday, May 27th from 7:00pm-8:15pm
A sound bath is an immersive experience that uses various sound healing instruments to induce relaxation and promote healing. In this session, facilitator Dwight Kim will carefully curate sounds and guide you into meditation.

Don't let work-life worries hold you back, allow the soothing sounds to calm your mind and help you find balance.

REGISTER

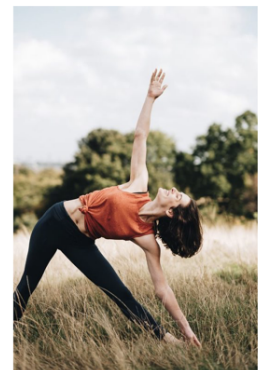


Innerwork Outside: Mindful Connection to Nature

Saturday, May 20th 10am-12pm

Our certified facilitators, Kirsten Melone and Shay Wilson, will lead this outdoor yoga session taking place within our very own community. Perfect for anyone regardless of experience level, join us and experience the serenity of nature while engaging in physical activity and introspection.

REGISTER



Mindfulness
Practices

Creative Expression
+
Movement

Psychology
+
Consciousness

Wisdom Traditions
+
Spirituality

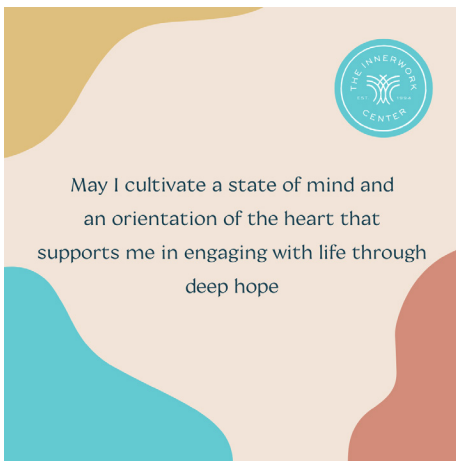
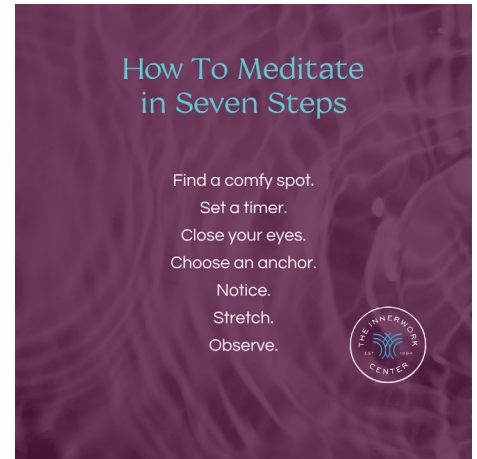


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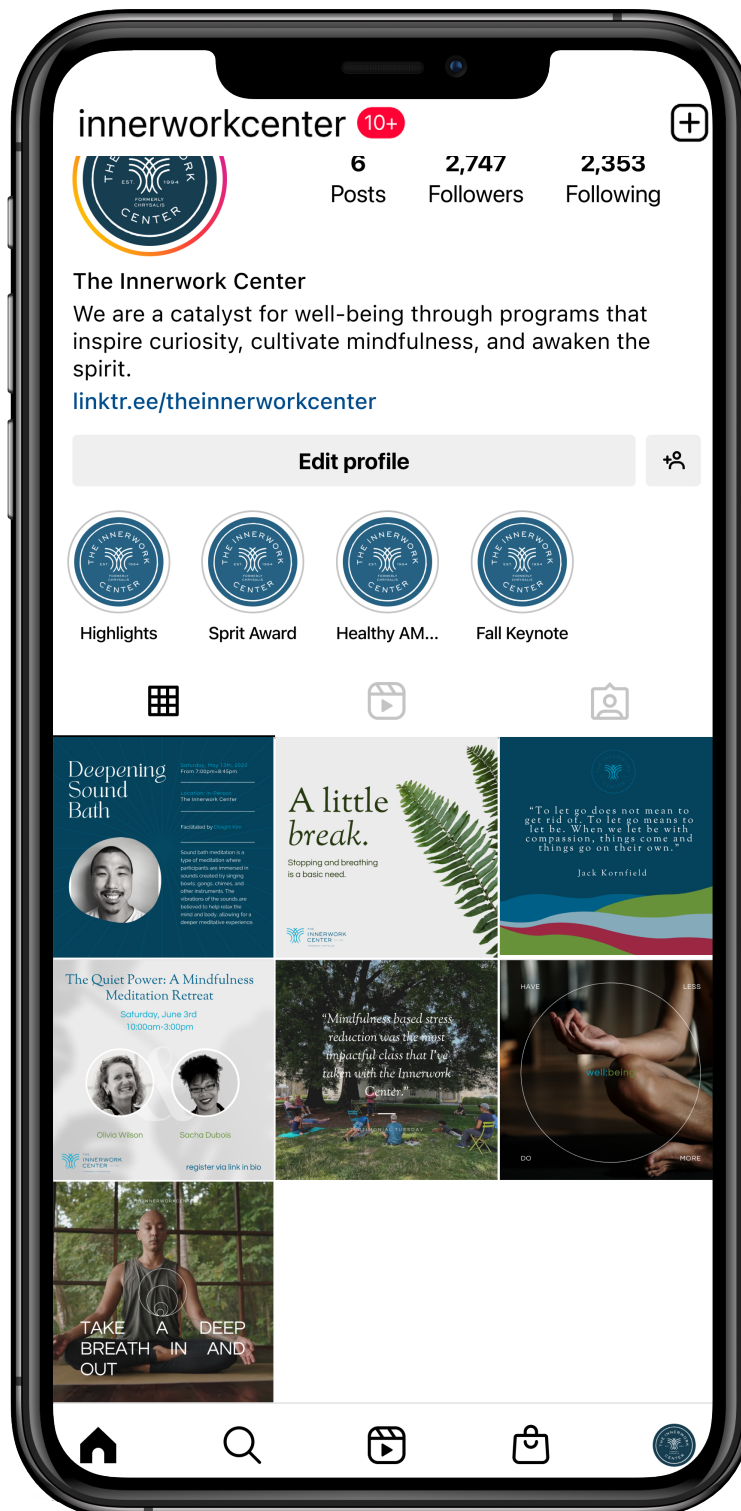
Our mailing address is:
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Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe](#)

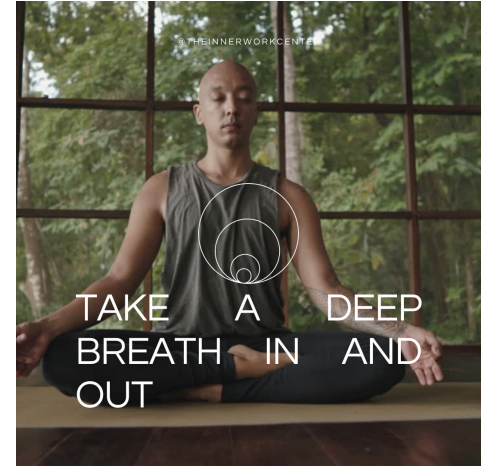
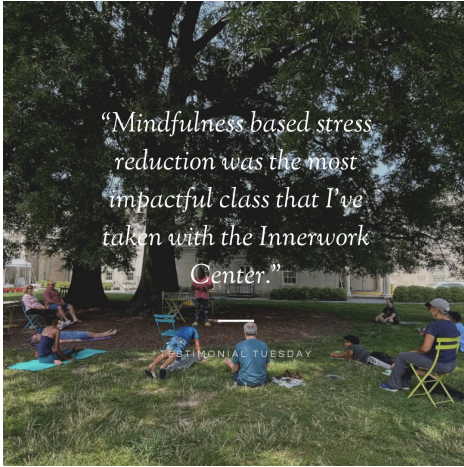
Social Media (Before)



Social Media Redesign (after)



Social Media Redesign 2 (after)



Membership Strategy

The revised membership tier model simplifies the benefits offered and provides more value to the members while increasing revenue.

This is a monthly auto-renew pass that provides unlimited access to classes scheduled for the month.

Student	Individual	Dear Friend	Compassion	Purpose
\$10	\$30	\$50	\$75	\$100
<ul style="list-style-type: none">• 20% off all IWC Merchandise• UNLIMITED classes• Buy One, Get One FREE for online keynotes• FREE meditations each month in your inbox• FREE one-time consultation to recommend classes based on member's need• Discounts to our community partners	<ul style="list-style-type: none">• 20% off all IWC Merchandise• UNLIMITED classes• Buy One, Get One FREE for online keynotes• FREE meditations each month in your inbox• FREE one-time consultation to recommend classes based on member's need• Discounts to our community partners	<p>Dual membership for two members that includes the same benefits as an individual</p>	<ul style="list-style-type: none">• Priority registration for all programming before the general public• Priority seating for in-person keynotes• 30% off on all programs	<ul style="list-style-type: none">• Priority registration for all programming before the general public• Priority seating for in-person keynotes• UNLIMITED programs• Recognition in our Heartfelt Acknowledgments in our Annual Report



\$15 Drop-in Groups

No longer separate from classes because:

1. Flexibility
2. Trial of community
3. Increased Revenue
4. Increased Attendance



Calendar Lists

Easier access to register for classes and know IWC schedule

1. Accessibility
2. Organization
3. Marketing
4. Time-Sensitive Information

Revised Membership Tier Model (before)


We understand that you are a whole being with many parts. Our goal is to support the many ways you can BEGIN WITHIN so that you can peacefully tend to every part of your beautiful life. In turn, your membership helps us continue our work towards a wiser and more compassionate Richmond region and beyond.

Circle of Compassion Membership Levels


We welcome you to select the membership that resonates most with you.

<div>Individual</div> <div>\$50</div> <div></div>	<div>Dear Friend</div> <div>\$125</div> <div></div>	<div>Sustainer</div> <div>\$250</div> <div></div>	<div>Seniors (65+)</div> <div>\$35</div> <div></div>	<div>Student</div> <div>\$10</div> <div></div>
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OFFERINGS FROM OUR COMMUNITY PARTNERS BECAUSE YOUR PRACTICE IS HOLISTIC:

<div></div> <div>Essential Acupuncture: Because the oldest practiced medical modalities in the world reduce stress, correct digestive issues and improve overall health and wellbeing. <i>\$25 off services (new clients only)</i></div>	<div></div> <div>Float Zone: Because water brings forth life in so many ways, especially when used to calm us therapeutically. <i>30% off Floats</i></div>	<div></div> <div>Sneed's Nursery: Because plants remind us of the growth process and the need to tend and water ourselves daily. <i>10% off all retail</i></div>
<div></div> <div>Sacred Waters Holistic Spa & Boutique: Because massages are simply <i>Package to include, 10% off all</i></div>	<div></div> <div>Alexis Advisors: Because finances can be the top stressor in our lives, so we have to <i>US \$50000 or more</i></div>	<div></div> <div>Mind, Body, Soul Reiki Because our bodies hold and release the energy we need and no <i>Reiki sessions are \$100 or more</i></div>

Revised Membership Tier Model (after)




PROGRAMSGET TO KNOW USDONATEMEMBERSHIP

Membership with a Deeper Purpose

We understand that you are a whole being with many parts. Our goal is to support the many ways you can BEGIN WITHIN so that you can peacefully tend to every part of your beautiful life. In turn, your membership helps us continue our work towards a **wiser and more compassionate** Richmond region and beyond.

Circle of Compassion Membership Levels

We welcome you to select the membership that resonates most with you.



Individual

\$30/Month

Unlimited Classes

20% off all IWC Merchandise

Buy One, Get One FREE for online keynotes


FREE meditations each month in your inbox

FREE one-time consultation to recommend classes based on members need

Discounts to our community partner

- Essential Acupuncture (\$25 off services for new clients)
- Float Zone (30% off ratio)
- Sweet's Nursery (10% off ratio)
- Sacred Waters Holistic Spa & Boutique (10% off all services and 25% off boutique services)
- Alexis Advisors (15% on financial planning services)
- Mind, Body, Soul Reiki (105 reiki sessions)

Join



Dear Friend(Dual)

\$50/Month

Unlimited Classes

20% off all IWC Merchandise

Buy One, Get One FREE for online keynotes


FREE meditations each month in your inbox

FREE one-time consultation to recommend classes based on members need

Discounts to our community partner

- Essential Acupuncture (\$25 off services for new clients)
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- Alexis Advisors (15% on financial planning services)
- Mind, Body, Soul Reiki (105 reiki sessions)

Join



Compassion

\$75/Month

Unlimited Classes


15% off classes and keynote speakers

Priority registration for all programming before the general public

Priority seating for in-person keynotes

All other plans included

Join



Single Drop-in

\$15/Month

20% off all IWC Merchandise

Buy One, Get One FREE for online keynotes


FREE meditations each month in your inbox

FREE one-time consultation to recommend classes based on members need

Discounts to our community partner

- Essential Acupuncture (\$25 off services for new clients)
- Float Zone (30% off ratio)
- Sweet's Nursery (10% off ratio)
- Sacred Waters Holistic Spa & Boutique (10% off all services and 25% off boutique services)
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- Mind, Body, Soul Reiki (105 reiki sessions)

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Unlimited Classes

20% off all IWC Merchandise

Buy One, Get One FREE for online keynotes


FREE meditations each month in your inbox

FREE one-time consultation to recommend classes based on members need

Discounts to our community partner

- Essential Acupuncture (\$25 off services for new clients)
- Float Zone (30% off ratio)
- Sweet's Nursery (10% off ratio)
- Sacred Waters Holistic Spa & Boutique (10% off all services and 25% off boutique services)
- Alexis Advisors (15% on financial planning services)
- Mind, Body, Soul Reiki (105 reiki sessions)

Join



Purpose

\$100/Month

Unlimited programs

15% off classes and keynote speakers

Priority registration for all programming before the general public

Priority seating for in-person keynotes


One monthly free class

Recognition in our Heartfelt Acknowledgement in our Annual report

All other plans included

Join


OFFERINGS FROM OUR COMMUNITY PARTNERS BECAUSE YOUR PRACTICE IS HOLISTIC:



Sacred Waters Holistic Spa & Boutique

Because massages are simply magical and bring forth healing to tired bodies.


A Complimentary Sacred Waters Package to include, 10% off all services, up to 25% off boutique purchases and automatic entry into monthly drawing for service rewards and gifts, (\$80 value)



Alexis Advisors :

Because finances can be the top stressor in our lives, so we have to make sure our finances are in order.

15% discount on our financial planning services; and/or free assessment of the social/environmental impact of your investments.



Essential Acupuncture :


Mind, Body, Soul Reiki

Because the oldest practiced medical modalities in the world reduce stress, correct digestive issues and improve health and well-being

25% off health and wellness services (new clients only)

10% off Reiki Sessions

Email: jbschmidt@gmail.com



Float Zone :

Because water brings ways, especially when therapeutically.

30% off Floats

25

Calendar (before)

[PROGRAMS](#)
[GET TO KNOW US](#)
[DONATE](#)
[MEMBERSHIP](#)

Innerwork Center Classes

For assistance with registration please email hello@innerworkcenter.org or call 804-359-0384.

For information on our sliding scale pricing and the access fund click [here](#).

To read about our [Covid policy](#) click [here](#).

Click on a program below to register.

In-Person & Virtual Programs

= In-person

= Virtual on zoom

Mindfulness

Creative Expression + Movement

Psychology + Consciousness

Wisdom Traditions + Spirituality

APRIL

Sound Bath

Saturday, 4/22
7-8:15pm

QiGong: The Eight Brocades Sequence

Thursdays, 4/27 & 5/4
12-1pm

Spring Keynote Event: Coming Together

Thursday, 4/27
6:30-8:30pm

Speaker: Dr. Chris Reina

MAY

Somatics: Building Awareness of the Body

Wednesdays, 5/3-5/17
6-7:30pm

Unity- Brain, Heart, and Body

Thursdays, 5/4-5/18
6:30-8pm

Spring Self-Care Sanctuary

Saturday, 5/6
12-4pm

Authentic Connection

Sunday, 5/7
1-4pm

Mindfulness-Based Stress Reduction for the BIPOC Community

Thursdays, 5/11-6/29
7-9:30pm

Innerwork Outside: Mindful Connection to Nature

Saturday, 5/20
10am-12pm

Sound Bath

Saturday, 5/27
7-8:15pm

JUNE

The Quiet Power: A Mindfulness Meditation Retreat

Saturday, 6/3
10am-3pm

Forest Bathing

Saturdays, 6/3 & 6/17
9-11am

SoulCollage

Sunday, 6/4
12:30-2:30pm

Sound Bath

Saturday, 6/24
7-8:15pm

Mindfulness-Based Stress Reduction

Thursdays, 6/29-8/24
6:30-8:30pm

COVID Policy

- Face masks for in-person programs are optional, but we encourage you to make decisions based on your comfort level and determine other safety measures as needed. In-person classes are still limited pending COVID positivity rates and CDC advice as we move forward. We will continue to stay up to date on CDC suggestions and limit the number of participants for in-person programs.
- For in-person classes, we offer masks and hand sanitizer for anyone who wants it. Our space has the ability to open windows, has good air circulation with overhead fans, and the ability to spread out.
- We continue to offer programs over Zoom and even some hybrid options for those who choose not to join in person.
- Using our values of compassion and connection, we take COVID and your vulnerability seriously. If necessary we will notify you that your program has been rescheduled or moved to Zoom prior to the event start.
- Not sure what to do? Feel free to reach out to us and we are happy to chat about any questions or concerns you may have.

* For virtual classes you will receive a Zoom link in your registration email. You'll also receive a reminder email with the zoom link before the start of your class. Please be sure to check your spam/junk mail if you do not see the email.

Learn More About Ways to Explore Innerwork With Us

Mindfulness

Creative Expression & Movement

Psychology & Consciousness

Wisdom Traditions & Spirituality

Descriptions of Our Core Programs

MINDFULNESS-BASED STRESS REDUCTION (MBSR)

Layering stresses from your personal and professional life on top of things like the 24/7 news cycle and political upheaval can put your body in a constant state of red-alert. The instinctual survival response can be helpful if you're being chased by a tiger, but not if you're trying to get dinner on the table! Learn to check in with your body to identify what causes you stress, then use practical techniques to reduce your tension on a regular basis. Decades of research show that this 8-week course makes structural changes in the brain regions associated with memory, sense of self, empathy, and compassion, measurably reducing stress in just eight weeks. And who doesn't want that?


MINDFUL SELF-COMPASSION

When you're struggling, do you treat yourself as you'd treat a friend? If not, what would it take to give yourself the same caring attention? Are you "too hard on yourself" but open to the work of self-discovery? In this empirically-supported course taught in 20+ countries, you'll gain powerful tools for healing, building inner strength and increasing confidence and self-respect. Learn to motivate yourself with encouragement instead of criticism, cope with emotional challenges, cultivate more compassionate self-talk and consciously savor the good moments in your life.

OUR REFUND POLICY

- The Innerwork Center reserves the right to cancel a program of any time due to unforeseen circumstances (weather, instructor illness, etc).
- If we cancel a program, you will receive a full refund. Some programs have special cancellation policies, which are outlined on their individual registration pages.
- Refunds are available (minus a \$10 processing fee) if you cancel 5+ business days prior to your program's start date.
- Credit for a future program is available if you cancel within 5 days of your program's start date.
- No refunds or credits are available after the start of your program.

Calendar (after)



PROGRAMSGET TO KNOW USDONATEMEMBERSHIP

Find a class

Filters

☒ Creative Expression + Movement

☒ Wisdom Traditions + Spirituality

☒ Psychology + Consciousness

☒ Psychology

☒ Mindfulness


☐ In-Person

☐ Virtual

MAY 2023

MonthlyWeekly

Sun	Mon	Tues	Wed	Thu	Fri	Sat
30	1	2	3	4 6:30pm Unity-Brain, Heart, and Body	5	6
7 6:30pm Unity-Brain, Heart, and Body 1pm Authent...	8	9	10	11	12	13
14 6:30pm Unity-Brain, Heart, and Body	15	16	17	18	19	20 7pm Deepeni...
21	22	23	23	25	26	27 7pm Sound B...
28	29	30	31	1		



Sound Bath
Saturday, May 27th 7:00 - 8:15pm EDT
In-Person IWC
Dwight Kim
Head Your Body And Mind: Every 4th Saturday Of The Month.
Stay After For Conversation And Connection to Community (Optional).
REGISTER


For assistance with registration please email hello@innerworkcenter.org or call 804-359-0384.

For information on our sliding scale pricing and the access fund click [here](#).


To read about our Covid policy click [here](#).

COVID Policy


Learn More About Ways to Explore Innerwork With Us




Mindfulness



Creative Expression
& Movement



Psychology
& Consciousness



Wisdom Traditions
& Spirituality

Descriptions of Our Core Programs

OUR REFUND POLICY

Filtering class types by checking or unchecking each of the boxes.

Able to change different year

When hovering to this tab, preview of the class informations will be shown

Clicking this arrow will expand with more informations

Calendar (after)

Able to see more descriptions of the class



THE INNERWORK CENTER
EST. 1994

PROGRAMSGET TO KNOW USDONATEMEMBERSHIP

Find a class

Filters

Creative Expression + Movement

Wisdom Traditions + Spirituality

Psychology + Consciousness

Psychology

Mindfulness

In-Person

Virtual

MAY 2023

MonthlyWeekly

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Thursday, May 41 Classes

6:30 - 8:00 pm EDT

> View details



Unity-Brain, Heart, and Body:
An experiential in living from wholeness

Virtual on zoom

This 3-week series introduces the 4 parts or archetypes that correspond with the right and left hemispheres of the brain. We will explore each for whole brain living, flow, connection and order. We will identify and connect with these parts through gentle lecture, sharing, meditation and inquiry as well as explore the tricksters to staying aligned with our natural sense of Self.

What You Can Take Away: Your brain is your resource for higher living- Connecting heart and mind- Knowing how to resolve emotional triggers

About the facilitator Anna holds a PhD in Consciousness Studies and a Masters in Transpersonal Psychology. She also holds certifications as a Consciousness Counselor, Advanced Teacher of Hatha Yoga, Meditation, Breathwork, IFS, NLP, the Living Inquiries, and is presently studying Family Constellations and Brain Spotting. She regularly works with individual clients and groups, in-person and online.

If cost is a barrier, access funding is available for all of our programs. Email rachel@innerworkcenter.org for more information.

We will share your email address with the facilitator of this program for communication specific to the class.

 Anna Pittman

REGISTER

Friday, May 51 Classes

6:30 - 8:00 pm EDT

> View details



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An experiential in living from wholeness

Virtual on zoom

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 Anna Pittman

REGISTER

Saturday, May 61 Classes

6:30 - 8:00 pm EDT

> View details



Unity-Brain, Heart, and Body:
An experiential in living from wholeness

Virtual on zoom

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REGISTER

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COVID Policy

Learn More About Ways to Explore Innerwork With Us

Descriptions of Our Core Programs

OUR REFUND POLICY



THE INNERWORK CENTER
EST. 1994

Contact Us

The Innerwork Center
213 Roseneath Road
Richmond, Virginia 23221
804.359.0384
hello@innerworkcenter.org

Subscribe To Our Newsletter:

Sign up for our weekly e-newsletter, monthly Words for the Journey original essay, and other (very) occasional updates. We promise not to share your information or bombard you with unnecessary emails!

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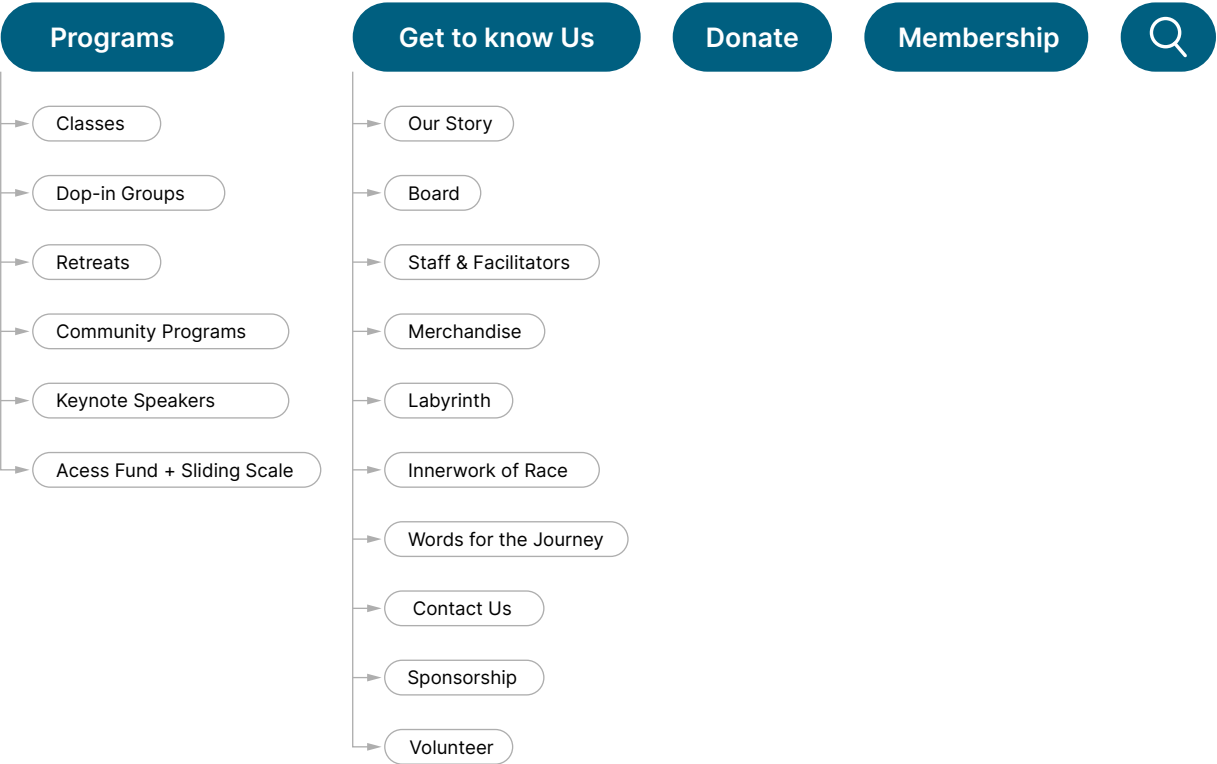
SIGN UP

Nonprofit Information

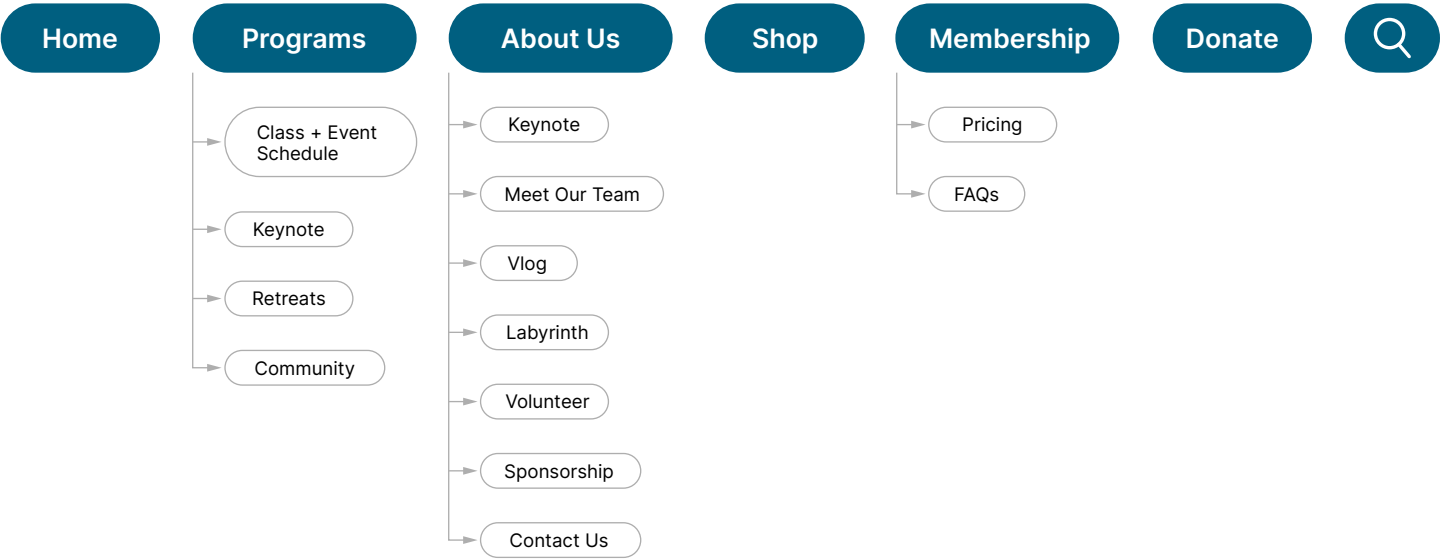
The Innerwork Center, a 501c3, is a catalyst for well-being through programs that inspire curiosity, cultivate mindfulness, and awaken the spirit. We envision an individual and collective human experience rich with compassion, authenticity, and meaning. As a fully transparent nonprofit organization, you can find our financial documents on [ConnectVA](#) and [Guidestar](#).

Sitemap

Current website



New website



SWOT Analysis of our Recommendations

Strengths

- The revised membership tier model will provide more benefits and increase engagement with members
- Implementation of a resources library and improved messaging strategy will help to clarify IWC's value proposition
- The addition of a calendar list will help to increase member engagement by providing easier access to information about events and classes
- Implementation of a digital marketing strategy, including SEO and PPC, will help to increase brand awareness and traffic to the IWC website

Weaknesses

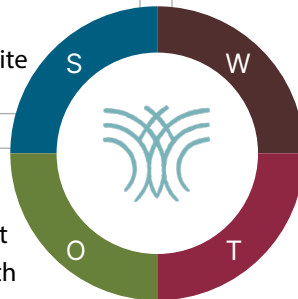
- The success of the revised membership tier model is dependent on members utilizing the benefits
- Implementing a marketing strategy can be costly and time-consuming
- The effectiveness of the onboarding email and revised newsletters is dependent on the quality of content and engagement of subscribers
- The social media campaign may require a significant investment of time and resources to produce desired results

Opportunity

- The addition of a resources library can attract new members and increase engagement with existing members
- The implementation of a revised membership tier model can increase revenue and member engagement
- The increased visibility from the digital marketing strategy can attract new members and boost revenue

Threats

- The success of the revised membership tier model may be limited if members do not see value in the benefits provided
- Competition from other wellness centers may limit growth in membership and revenue
- The implementation of the marketing strategy may not produce the desired results, leading to wasted resources and budget constraints.



Overcoming our Barriers

Confusion with the project at first

Initially, our team experienced confusion with the project assigned by The Innerwork Center due to a lack of clarity surrounding their requirements and needs. Specifically, the organization had expressed a desire for a "digital library" in their charter, but it was unclear what this entailed. It was only later communicated to us that the core issue was that members were not utilizing their membership benefits, resulting in a decline in memberships since the COVID-19 pandemic. Furthermore, it became evident that The Innerwork Center was in need of a new revenue stream and faced challenges with marketing their services effectively.

The Innerwork Center did not resonate with our Midterm Presentation research

During our midterm presentation for The Innerwork Center project, our representative Felisha did not seem to resonate with the research that was presented. She appeared confused and was unsure of what the intended takeaways were, leaving us feeling disappointed and disheartened. We felt that our team had not done enough to effectively communicate the value of our research and the recommendations we were proposing. This experience left us with lower levels of confidence and a greater sense of urgency to ensure that our subsequent presentations would be more effective in conveying our message in our next final presentation.

Hard trying to find membership research

When conducting research on membership trends for an organization, we encountered difficulties in finding relevant information due to search engine prioritization of trade or labor union memberships, and the ambiguous use of the term "membership" across a variety of contexts. This led to a scattered and potentially irrelevant set of search results. We eventually found "association membership trends" which were the correct information we were trying to find

Thank you

Dear Professor Gilstrap,

We would like to express our sincerest gratitude for your invaluable support and mentorship throughout our project. We could not have achieved our goals without your guidance and assistance. Your expertise, insights, and feedback were invaluable in giving us direction, refining our ideas, and improving our presentations. Despite the many challenges we faced along the way, your unwavering support and dedication kept us motivated and focused. We deeply appreciate the time and effort you put into helping us succeed. Thank you for being an amazing mentor and for making a meaningful impact on our lives and our project.

Sincerely,

The Innerwork Team

Citations

- The Innerwork Center
- <https://www-statista-com.proxy.library.vcu.edu/statistics/270720/market-size-of-the-wellness-industry-by-segment/>
- OD4186 Health & Wellness Spas in the US - MyIBISWorld (vcu.edu)
- OD4185 Pilates & Yoga Studios in the US - MyIBISWorld (vcu.edu)
- <https://www-statista-com.proxy.library.vcu.edu/study/13668/wellness-and-spa-statista-dossier/?locale=en>
- Healthy Lifestyles - US - 2022: American Perceptions of Health and Health Goals (vcu.edu)
- The Changing Face of Healthcare - US - 2022: Health Services Usage (vcu.edu)
- Multicultural America: Approach to Health and Wellness - US - 2023 - Market Research Report (vcu.edu)
- Managing Stress and Mental Wellbeing - US - 2023 - Market Research Report (vcu.edu)
- Virginia Museum of Fine Arts | Richmond, Virginia (vmfa.museum)
- Maymont Foundation
- Health Inequities in LGBTQ people and nursing interventions to reduce them (NIH)
- <https://heartfulness.org/us/>
- <https://bokettowellness.com/>
- <https://www.sankarawholisticwellness.com/>
- Detailed Record Title: A STUDY OF CORRELATIONS AMONG YOGA ENHANCEMENT DESIGN AND COGNITION OF COLLEGE STUDENT LEARNING AND PRACTITIONER SUCCESS.
- Learning to Embody Leadership Through Mindfulness and Somatics Practice.
- With Age Comes Wisdom: Decision Making in Younger and Older Adults.
- <https://reports-mintel-com.proxy.library.vcu.edu/display/1156321/?fromSearch=%3Ffreetext%3Dmental%2520health%26resultPosition%3D1>
- <https://reports-mintel-com.proxy.library.vcu.edu/display/1104623/?fromSearch=%3Ffreetext%3Dwomen%2520wellness%26resultPosition%3D1>
- <https://reports-mintel-com.proxy.library.vcu.edu/display/1102827/?fromSearch=%3Ffreetext%3Dcbd%26resultPosition%3D4>
- (Mintel) Women's Wellness - US - 2022 (vcu.edu)
- (Mintel) Black Consumers and Health - US - 2022(vcu.edu)

