



# GROWTH BEGINS *with education*

We educate and empower fitness teachers and studio staff to become safer & more inclusive in their offerings.

Our unique DEI courses are created with the movement professional in mind, and address common challenges, questions, and concerns faced by instructors in the fitness industry nationwide.

Commit to Inclusivity by enrolling your studio in one of our signature offerings, which includes onsite and virtual options. The Driven Yogi also provides an expertly facilitated hotline to provide real time support as your team progresses through this important work.

## CREATING SAFER, MORE INCLUSIVE FITNESS SPACES



**Want more information about our trainings? Contact: [hello@thedrivenyogi.com](mailto:hello@thedrivenyogi.com).**

## COMMITTED TO INCLUSIVITY SEALS

The Committed to Inclusivity Seal identifies gyms and fitness centers going the extra mile to make their spaces safer, and more inclusive to diverse populations and student experiences.



Studios that receive this seal have completed intensive, scenario-based training, and commit to annual accountability check-ins towards their inclusivity goals.

## ***LEARNING OUTCOMES INCLUDE***

Deep reflection from the teacher on hidden biases that may exclude clients and ways they can avoid them.

Best practices to keep clients safe who may have experienced trauma.

Tangible steps to make marketing, studio communications, and studio policies more inclusive and welcoming for people from historically marginalized groups and backgrounds.

# SAMPLE TRAINING TOPIC DETAILS

## Diversity & Inclusion in Fitness Spaces

### Examining Your Own Identity

- Language Use in Studios
- Identity Activity

### Race & Ethnicity

- Brief history of race
- Racism & racist acts
- Race, Fitness, & Health + Wellness
- What is DEI anyways

### Gender Identity & Orientation

- Gender identity
- Gender inclusivity
- LGBTQ+ in Fitness Spaces

### Addressing Bias

- What is bias?
- Bias Against Bigger Bodies
- Bias Against Disabled/Ableism
- Intersectionality
- Uncovering Your Hidden Biases
- Power & Privilege in Fitness Spaces
- Tips for Creating Safe Inclusive Fitness Spaces
- Tips to Invite More Diverse Students into Your Spaces

## Somatics + Trauma-Informed Care in Fitness Spaces

### Trauma-Informed Care + Socially Conscious Approaches

- What is Trauma-Informed Care
- Language Use in Studios
- Power, Positionality, & Positional Power
- Identity Activity
- Racism & Trauma

### Introduction to Trauma

- What is Trauma?
- Post Traumatic Stress
- Types of Trauma

### The Embodied Experience of Trauma

- Parts of the Brain
- Autonomic Nervous System & The Experience of Trauma
- Window of Tolerance
- What Trauma Can Look Like in Clients
- Applying Somatic Principles to Your Teaching

### Scope of Practice, Scope of Competence, & Transparency

- Scope of Practice/Competence
- Marketing Your Classes/Ableism
- How to Market Your Offerings Authentically
- Spiritual Bypassing/Toxic Positivity

# 1 YEAR MEMBERSHIP PROGRAM

COMMITTED TO INCLUSIVITY ALLY CERTIFICATION

online starts at **\$11,250**

on site starts at **\$22,500**  
staff # + studio location dependent

Work directly with our team of expert instructors on various topics in diversity, equity, and inclusion to reach your studio's needs. Studio space receives the Committed to Inclusivity Ally Seal upon course completion and commitment to yearly DEI goals.

## Includes

- Paced curriculum and assignments based on our signature DEI courses.
- Two, live online training session (2.5 hours each) with quizzes as well as 1.5 hour scenario-based training.
- Staff onboarding video for continued use after course completion.
- All Access Support via Email.
- Official Website Listing & CTI Partner Seal (Work in Progress Seal).
- Submit your DEI Goals & receive CTI Ally Seal of completion.
- Annual Accountability Check In.
- 2, 1:1 meetings with TDY experts to address your studios specific needs.

## Studio Benefit

- Create an inclusive studio culture based on studio leadership's vision.
- Easily acclimate new teachers to expectations of studio, and the culture.
- Signal to students your studio is committed to their safety through continuous learning.
- See your blindspots and learn how to address them with current research in the field.
- Stand out from competitors.
- Discuss hot button topics and benefit from confidential support & guidance.
- Keep up with your DEI goals with confidential support & guidance.

## IN REAL TIME - ADD ON SUPPORT

This critical work is new territory for most fitness studio owners and requires unlearning, relearning, and practice in order to see true change. Even with the best intentions and with a commitment to doing the work, your process is going to be messy sometimes. The Driven Yogi will be with you every step of the way.

### Group Support - Studio Coalition

**\$199**/per month  
*6 month commitment*

- Instead of working alone, you'll have a group of studio owners and teachers to support you, motivate you to keep going, and work on problem solving and implementation.
- Discuss hot button topics and open up to Q+A about your businesses priority equity needs.
- Learn alongside studio owners as the industry grows and changes.
- Build community with other studio owners across the nation.

### Private Support

**\$399**/per month  
*3 month commitment*

- Monthly 1:1 meetings with TDY experts.
- Unlimited email access to our TDY experts to address your studios specific needs.
- Discuss hot button topics and benefit from confidential support & guidance

### All Access Support Hotline

**\$199**/per month  
*6 month commitment*

- Unlimited email access to our TDY experts to address you studios specific needs when you need it most.
- Discuss hot button topics and benefit from confidential support & guidance.

## STUDIO TRAINING TESTIMONIALS

**"I found the instructor to be thoughtful and compassionate in holding space for challenging conversations. The inclusivity training got our team of teachers and staff to open up and share thoughts and ideas. The training left us with the intention to continue an open dialogue to how we can do better as a studio to serve our yoga community."**

**- Laura Quidato, Studio Manager, Nest Yoga**

**"Working with The Driven Yogi team was educational, insightful, and inspiring. Seamless integration into our YTT. Highly recommend!"**

**- Kathleen Holm, Founder/Owner, Yoga Flow SF**

**"Highly recommend for any studio owner who wants to bring in more awareness about harm and exclusion to their staff, and learn helpful tools to provide a more welcoming environment for students."**

**-Nasim Sandijeh, Owner, The Green Yogi**

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## SOME STUDIOS USING OUR TRAININGS



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