



STRATEGIC PLAN 2021–2024

Excerpt

The following information is excerpted from IAYT’s current strategic plan. Our team is engaged in an iterative process of incorporating the organization’s operational work into our key initiatives. We have achieved a number of milestones during the most recent strategic cycle, and the current in-depth planning phase will take the board and staff into 2025. In addition to carrying out our regular operations, IAYT is engaged in creating efficiencies in our internal tracking and measurement processes to support multi-year strategic initiatives that carry into the next planning phase, 2025–2028.

Organizational Snapshot

Our Vision	In the world envisioned by IAYT, yoga is routinely considered in settings around the world as a therapeutic option for physical health, emotional well-being, mental balance, and spiritual consciousness.
Our Mission	To advance yoga therapy as a recognized health profession.
Who We Are	Founded in 1989, IAYT champions yoga as a healing art and science. IAYT supports research and education in yoga and serves as a professional organization for yoga teachers and yoga therapists worldwide.
Our Values	RESPECT: We respect the value, diversity, uniqueness, and field experience of the individuals who make up our membership; the many paths of yoga; scientific inquiry; and other healthcare disciplines. INCLUSION: We prioritize inclusion. BALANCE: We strive for fair, high standards. SUSTAINABILITY: We ensure that activities, processes, and events support IAYT and the yoga therapy profession for the long run. LEADERSHIP: Our board, committee members, staff, and contractors are well-established professionals in their areas of responsibility and are knowledgeable about the field of yoga therapy.

Near-Term and Mid-Range Goals

IAYT’s strategic goals establish the environment in which to execute a multi-year, comprehensive roadmap. This out-year planning provides an opportunity to consider how to advance our goals and assists in allocating resources required to make the vision a reality. In the near term, this planning enables IAYT to

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achieve quick wins on recognized “must-do” actions. Quick wins build momentum and organizational confidence to tackle the longer term and more difficult changes required to establish yoga as a recognized therapy. Departments use this strategic plan to understand the relevant issues and to determine specific activities required to implement the strategy and identify resources needed to meet goals.

Near-term strategic goals

- Differentiate the yoga therapy profession within complementary healthcare
- Continue to advance public and healthcare understanding of yoga therapy
- Fully reflect diversity, equity, inclusion, and accessibility (DEIA) in IAYT programs, activities, and publications
- Foster an organizational culture that reflects the diversity of IAYT membership and the communities where yoga therapy can be practiced
- Collaborate with partners and stakeholder organizations to bridge gaps in DEIA competencies
- Strengthen the organization’s plan for financial sustainability
- Continue to improve digital outreach, focusing on usability and engagement

Mid-range strategic goals

- Establish policy and advocacy guidelines to secure and promote the yoga therapy professions
- Advance public and healthcare knowledge of yoga therapy
- Collaborate with international members and the yoga therapy community to broaden the understanding of global inequities in the field
- Engage industry partners and employers to support professional networking
- Continue to modernize technology infrastructure
- Continue to improve productivity with cross-functional team processes and projects
- Create a performance-based structure with high staff satisfaction