AT WORK

EVERYONE. EVERYWHERE.

poweryoga
CANADA

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poweryoga
CANADA

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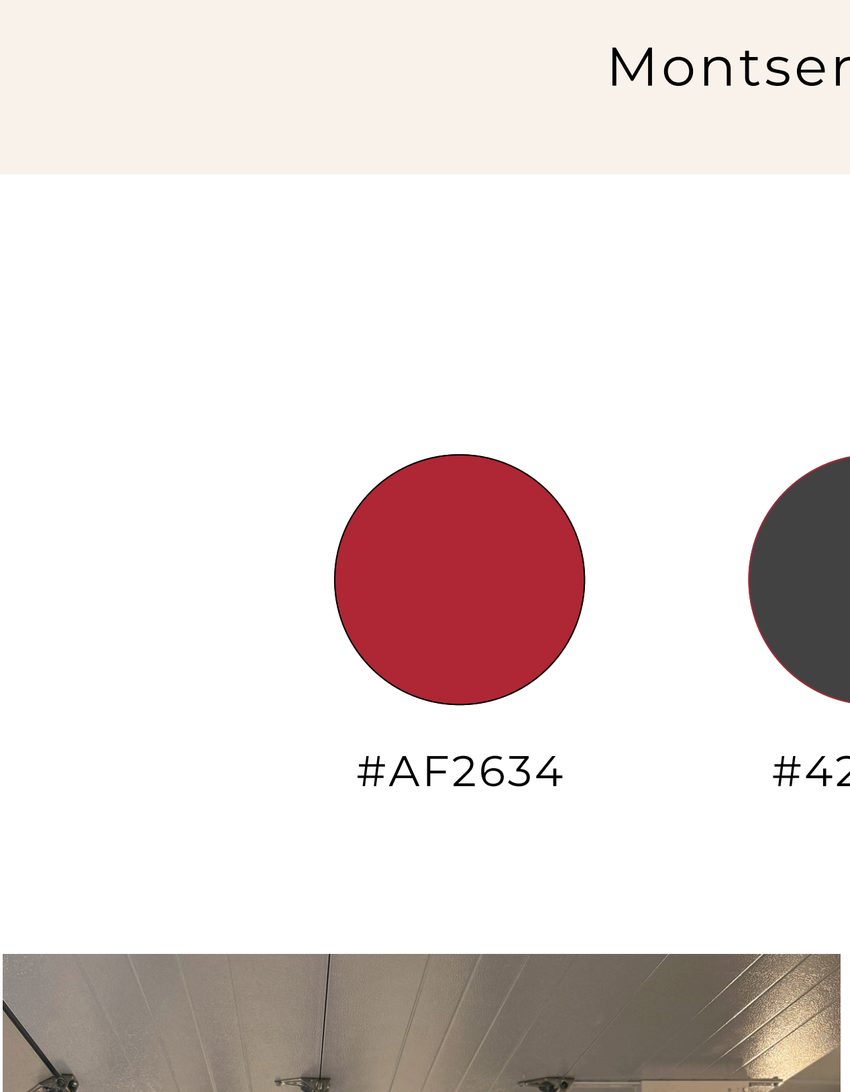
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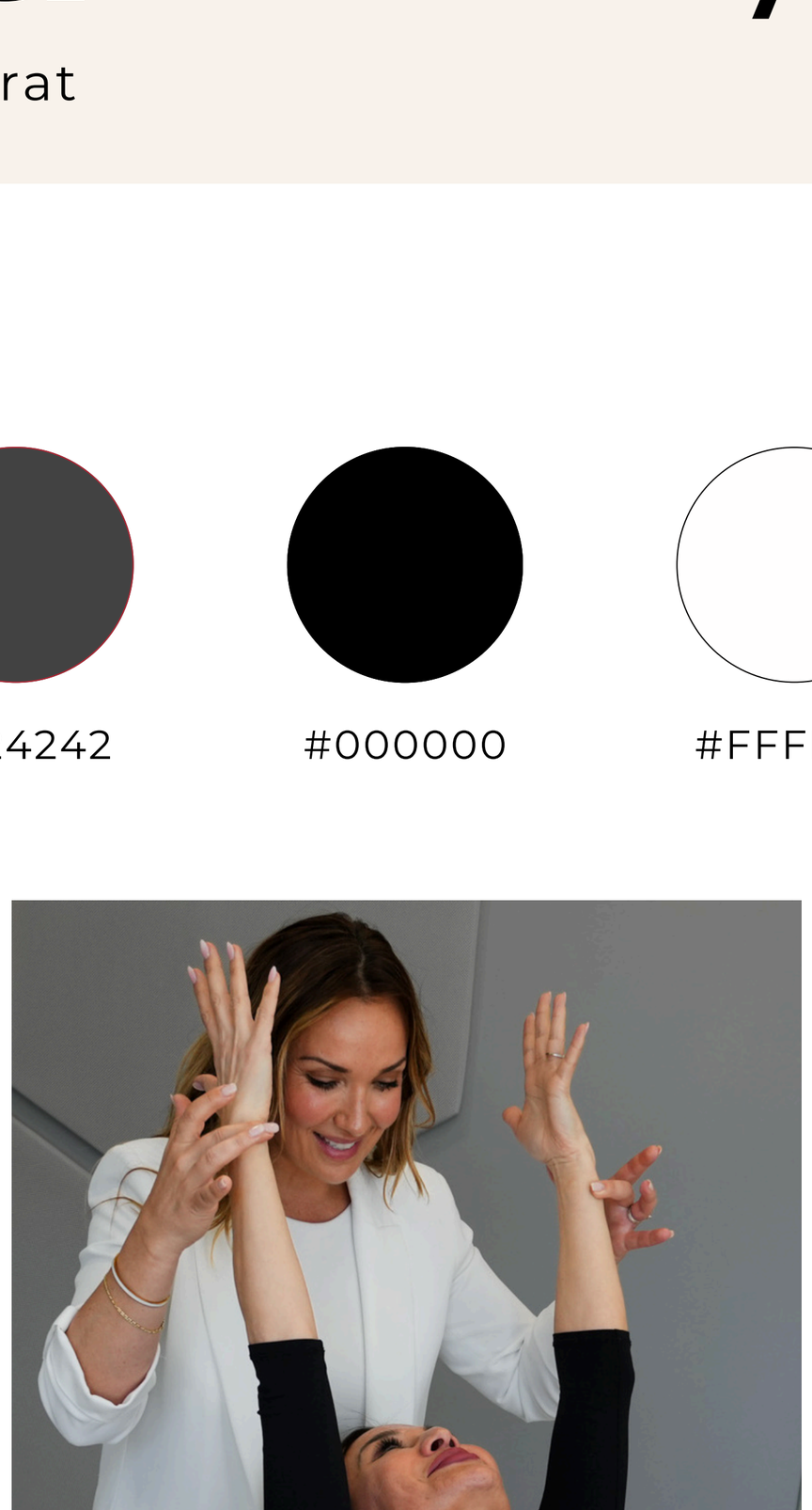
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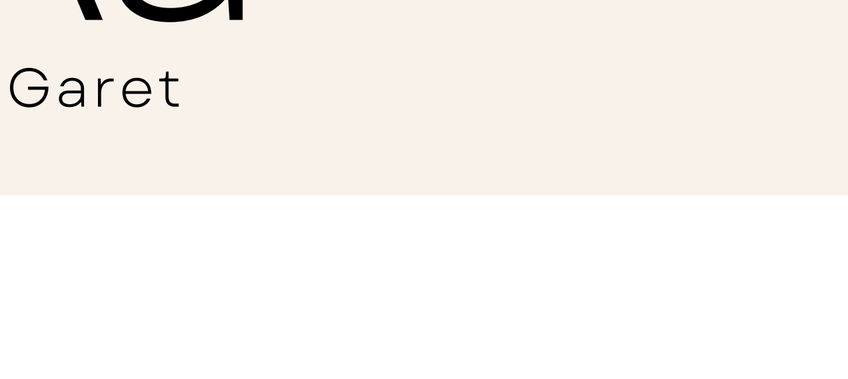
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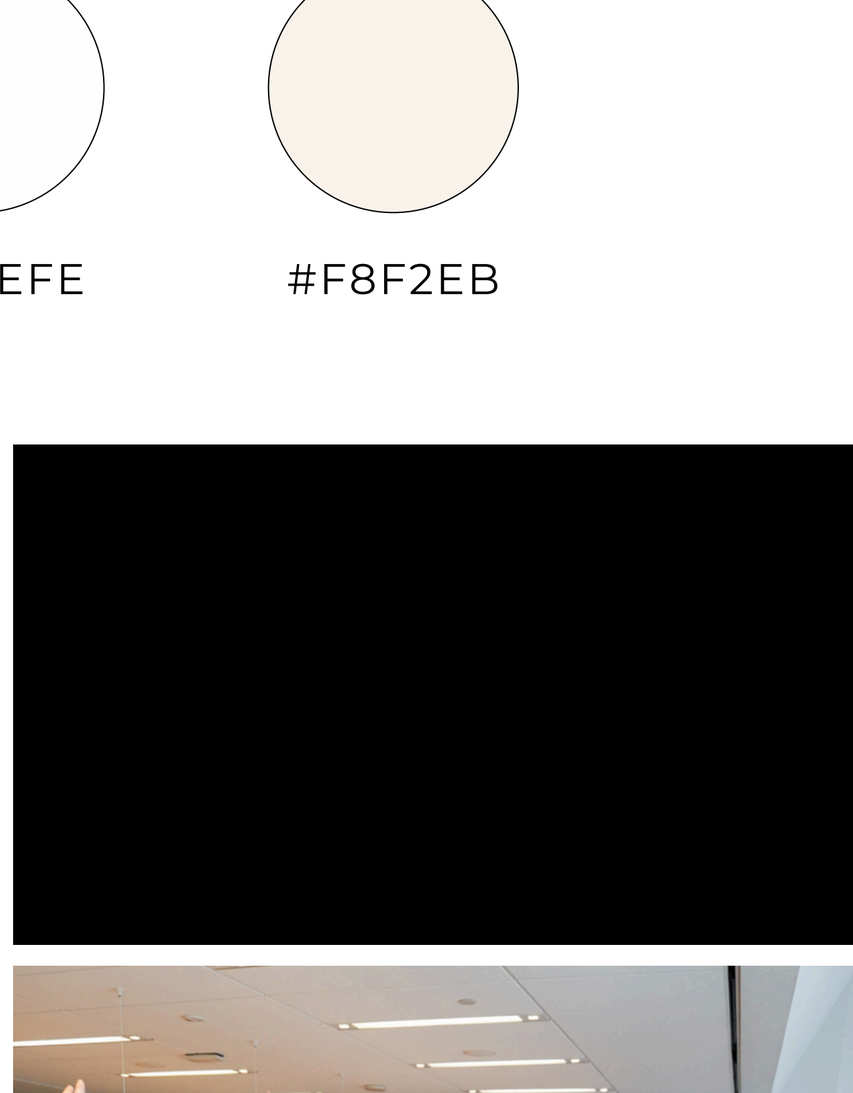
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poweryoga CANADA



Where Our Story Begins

Power Yoga Canada at Work

Power Yoga Canada at Work was born from a deep understanding of what it truly means to be of service – providing the right support, exactly when it's needed. After a life-changing service trip to Kenya, we returned home with fresh eyes, noticing the daily grind faced by so many: long commutes, fast-paced schedules, and high-pressure work environments. It became clear that bringing yoga and mindfulness into the workplace wasn't just a good idea – it was essential. Our mission is to make corporate spaces feel more human by helping employees reconnect with ease, energy, and purpose through impactful wellness programs.



OUR MISSION

We empower corporate communities to take action through intentional movement, mindful connection, and practical wellness. By bringing yoga into the workplace, we help boost energy, focus, and productivity while reducing stress, anxiety, and tension – supporting individuals to move with purpose and reconnect to themselves and those around them.

OUR CORE VALUES

Community & Belonging

We're stronger together – on the mat and in the world.

Growth

We believe in lifelong learning and transformation, one breath at a time.

Presence

We honour the power of now. Whether in stillness or sweat, we practice being right here, right now.

Authenticity

We show up real. No masks, no perfection – just presence, honesty, and a commitment to self-discovery.

Empowerment

We believe in unlocking each person's inner strength, encouraging growth through movement, breath, and choice.

Our Ideal Client Persona

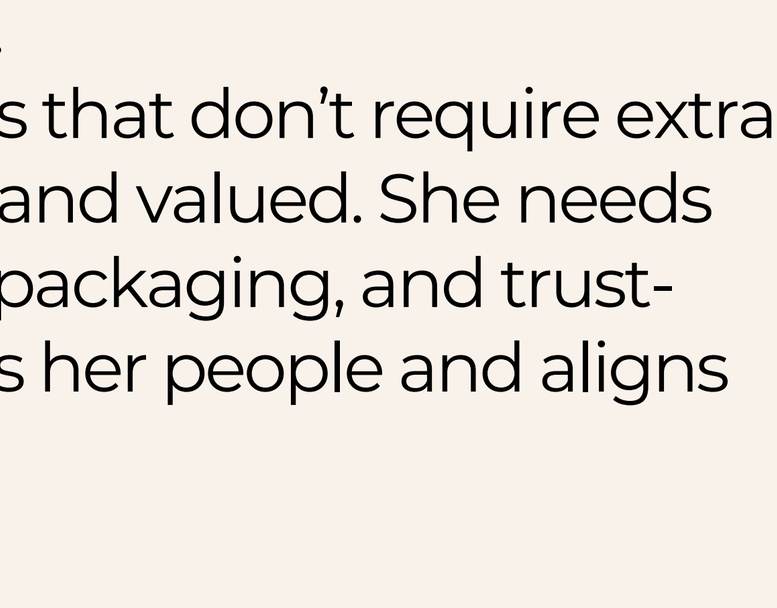


Meet Emily – The HR Leader

Age: 29
Role: Human Resources Manager
Industry: Tech / Marketing / Finance

Emily works at a growing company in Toronto with 200+ employees. She's passionate about mental health and building a people-first culture — but she's also short on time. With burnout rising and team morale dipping post-pandemic, she needs wellness solutions that are easy to implement and clearly effective.
Emily is looking for plug-and-play programs that don't require extra planning but help her team feel energized and valued. She needs leadership buy-in, so strong results, simple packaging, and trust-based communication are key. If it supports her people and aligns with company wellness goals, she's in

Meet Natalie – The Wellness Committee Champion



Age: 38
Role: Office Manager / Wellness Rep
Industry: Healthcare / Education / Nonprofit / Agencies

Natalie manages operations and leads her workplace wellness committee. She's driven by purpose and connection, and wants to make sure her team feels supported and seen. But with limited budget and time, it's tough to keep up consistent wellness initiatives. She's on the lookout for accessible, inclusive programs that make it easy to bring energy and movement into the workplace. She values storytelling, community, and human connection — and partners with HR or leadership to get things approved. If it's meaningful and easy to activate, she'll champion it.

“Brand Voice”



Warm, real, and rooted in service. We speak with clarity, not fluff — grounded in purpose, with an open heart. Our tone is welcoming, professional, and empowering — designed to make people feel seen, supported, and inspired to act.



“Tag Lines”

- Energy in. Burnout out.
- Move with purpose. Lead with presence.
- Workplace wellness, done with intention.
- Bringing calm to your 9-to-5.
- Support your people. Strengthen your business.

“Key Talking Points”



- We help companies reduce burnout, boost morale, and keep employees engaged through proven movement-based wellness.
- Our programs are easy to implement, inclusive, and require minimal time to manage.
- We meet employees where they are — virtually or on-site — with classes designed to energize, de-stress, and reconnect.
- We're more than yoga. We’re a culture shift.
- Built on service, led with heart, backed by real results.

Access To Digital Files

Content Files

Access Video footage, Photos, testemonial etc everything you nees for social media

Click Here

Logos

Access all versions of PYC logos. easy to share and download when needed

Click Here

Services

Access Services PDF o easy to share with Clients and potentialleads

Click Here

Business crads

Access front and back of business card in proper formatting for printing

Click Here

Signature

Access your Email Signature staying on brand and keeping things professional through your communications

Click Here

Personal Brand

Access information about Ashley, Bio, story, Training, Photos etc

Click Here

Company Brand

Access the pyc MASTER folder everything you need in one place for at work team

Click Here

Easy To Edit Templates

Stories

Keep your Follower in the loop and constantly interested

1. Let's Explore XYZ template
2. This is a Reminder Template

Testimonial

Allow your followers to hear from your clients why you are so awesome

1. Video Testimonial Template
2. Photo Testimonial Template

Quote

Motivate your Follower and help them in there wellness journey

1. Quote Template

Welcome Email

A New client needs to feel special, this template can be used to once they have booked their trial class

1. Welcome Email Poster



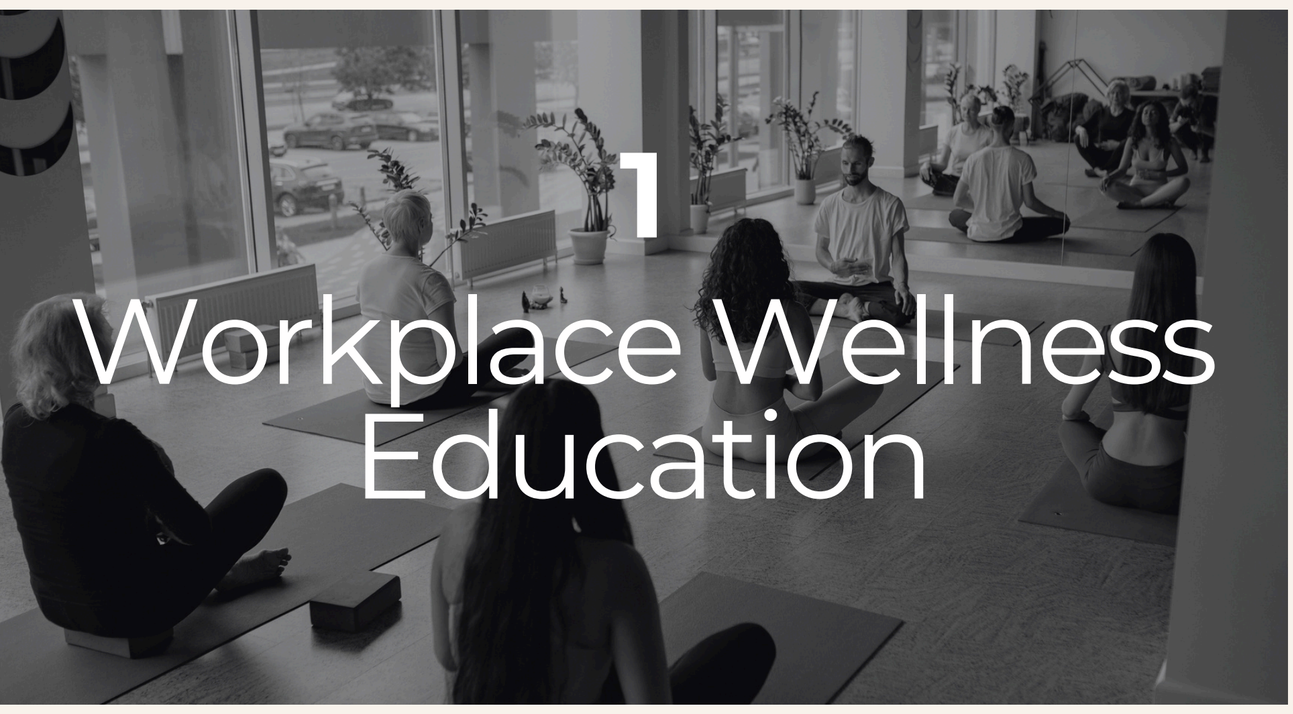


Our Pillar Position

Your content pillars should reflect both your core values and what your audience needs — think HR leaders, wellness champions, and decision-makers. These pillars guide everything you post online so your brand feels consistent, helpful, and credible.



Content Pillars Deep Dive



Propose: To build trust by sharing accessible, research-backed insights that highlight the value of yoga and mindfulness in the workplace – helping decision-makers see the ROI of wellness.

- “3 Ways Yoga Boosts Productivity at Work”
- “Why Your Team’s Back Pain Might Be a Culture Problem”
- “Burnout Is Costing You More Than You Think –Here’s How to Help”

Propose: To showcase real-world impact and social proof, making it easier for potential clients to relate, visualize results, and gain confidence in our programs.

- “How This Marketing Team Reconnected Through Midday Yoga”
- “From Skeptical to Sold: One HR Manager’s Wellness Win”
- “We Asked Our Clients How They Feel After Class–Here’s What They Said”



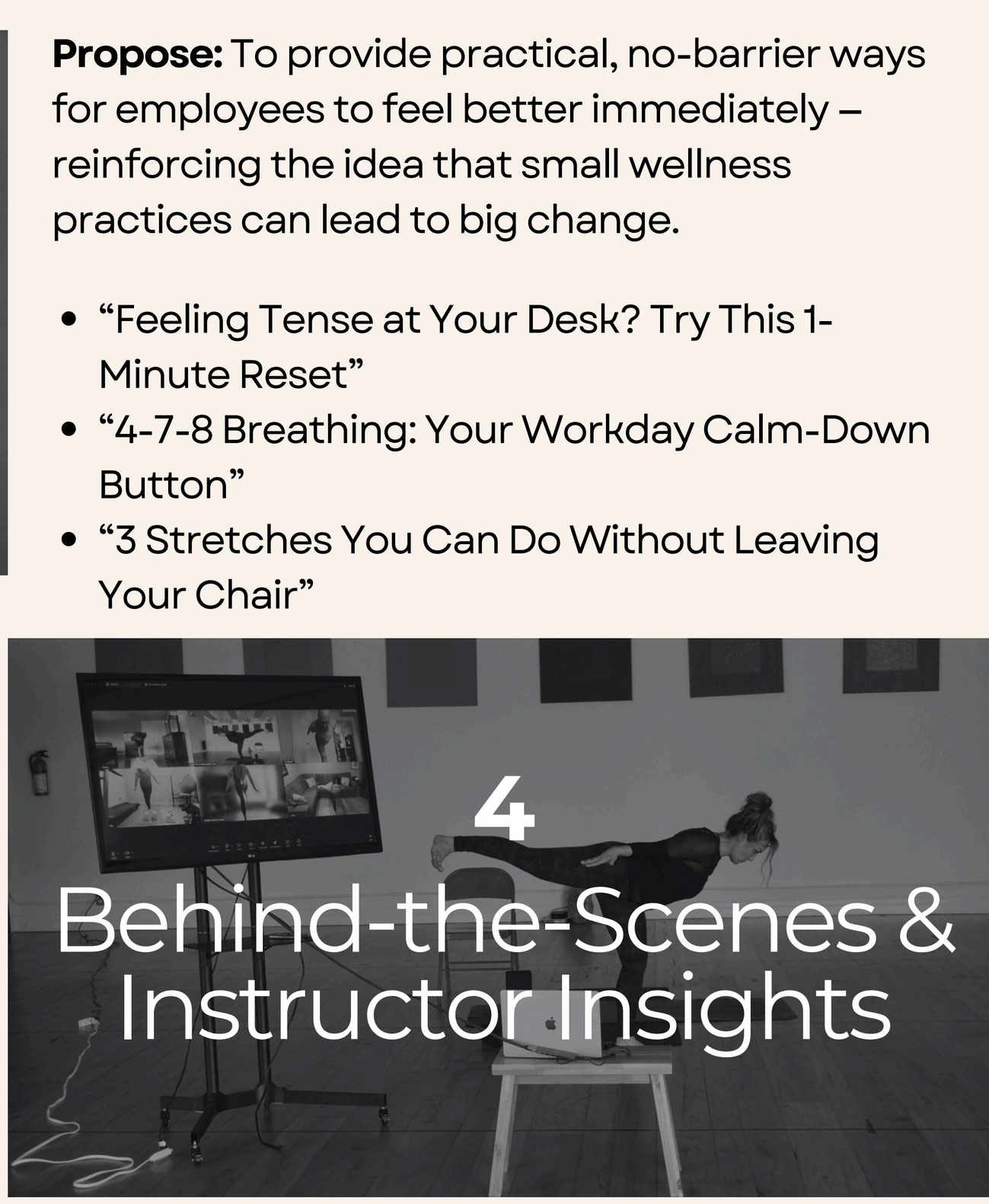


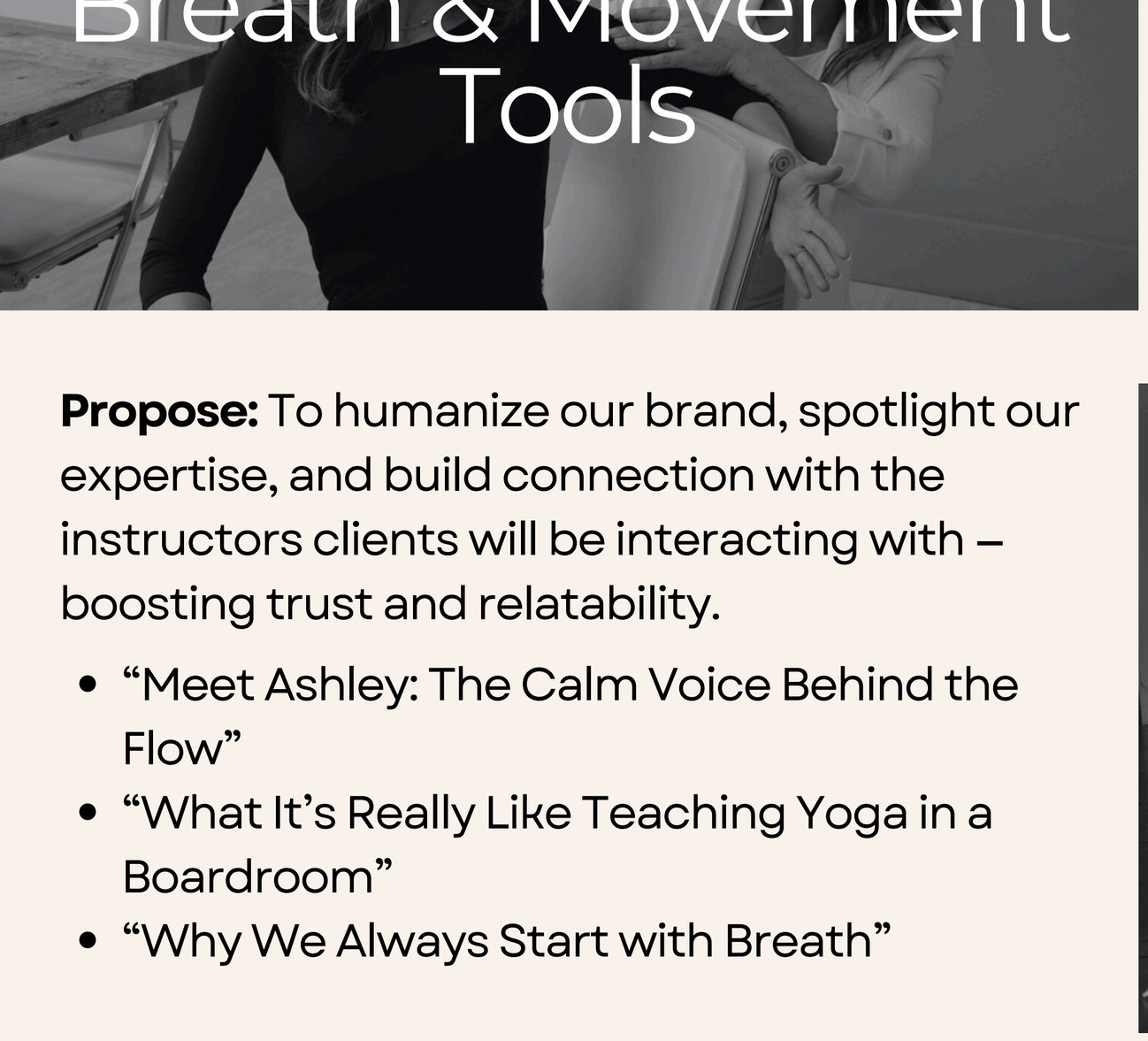
Propose: To provide practical, no-barrier ways for employees to feel better immediately – reinforcing the idea that small wellness practices can lead to big change.

- “Feeling Tense at Your Desk? Try This 1-Minute Reset”
- “4-7-8 Breathing: Your Workday Calm-Down Button”
- “3 Stretches You Can Do Without Leaving Your Chair”

Propose: To humanize our brand, spotlight our expertise, and build connection with the instructors clients will be interacting with – boosting trust and relatability.

- “Meet Ashley: The Calm Voice Behind the Flow”
- “What It’s Really Like Teaching Yoga in a Boardroom”
- “Why We Always Start with Breath”



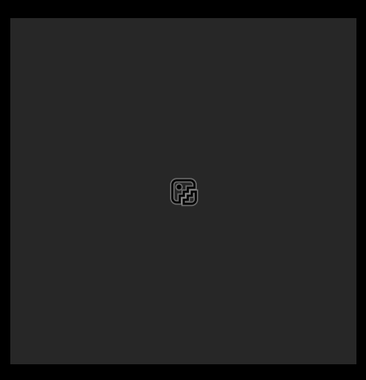


Propose: To remove confusion from the booking process, provide clarity on our offerings, and gently guide potential clients toward trying or committing to a class.

- “New Here? Book Your intro Trial Class”
- “Corporate Wellness That Actually Works– Let’s Talk”
- “Bi-Weekly, Weekly, or Custom? Find Your Flow Frequency”

Custom Platform Strategy

Now let’s match the best platforms with your audience behaviour and goals



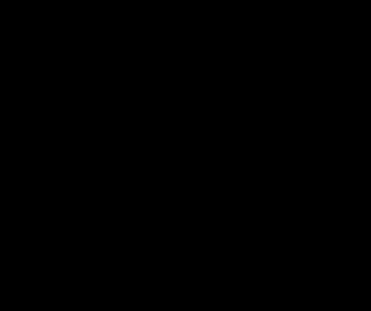
LinkedIn (Primary)

- Where HR leaders and corporate decision-makers are active.
- Use for thought leadership, testimonials, educational content, and program CTAs.
- Post 2–3x weekly: mix of value-based posts, visuals, and light sales.



Instagram (Secondary)

- Great for brand personality, behind-the-scenes, short videos, quotes, and team connection.
- Use Reels for breathwork demos or mini office yoga.
- Post 3–4x weekly: carousel posts, Reels, and stories.



Email Marketing

- Use for nurture and conversion. Share value (e.g., breathing tip of the month), upcoming sessions, and links to schedule classes.
- Send 1–2x monthly or based on inquiry flow.

Digital Foundations Summary

This Digital Foundations Package was created to equip Power Yoga Canada at Work with the clarity, voice, and strategic framework to confidently grow your impact in the corporate wellness space.

Brand Story, Mission & Values
A clear and heartfelt brand foundation rooted in service, intentional movement, and creating space for connection — all designed to bring ease and energy to the workplace.

Ideal Client Profiles (ICPs)
Two detailed, humanized profiles — Emily, the HR decision-maker, and Natalie, the internal wellness advocate — that guide messaging, outreach, and service alignment.

Messaging Framework
A strong tagline, compelling brand voice, and key talking points that speak directly to the challenges and goals of corporate teams — with authenticity and professionalism.

Content Pillars & Posting Strategy
Four core content themes to establish thought leadership, build trust, and position PYC at Work as a go-to wellness partner in high-stress industries — plus sample content ideas to make execution easy.

Platform Strategy
Channel-specific guidance to help you show up where your audience is already looking for support — with emphasis on LinkedIn for B2B engagement and Instagram for community and visibility.

Lead Magnet Strategy
A plug-and-play resource approach to grow your email list, nurture interest, and make it easy for companies to say yes to trying your services.