

Invest Ottawa DMS Future Proof

Success Story: PranaShanti Yoga Centre

The Story

Devinder Kaur found yoga in 2008 when she was experiencing pain in her arms and shoulders from hunching over a computer screen. A coworker suggested she try yoga to manage her pain, and her results pushed her to begin teaching yoga herself. Wanting her own teaching space, she opened PranaShanti Yoga Centre, which is focused on teacher training, courses, and self-development. In May 2020, Devinder was forced to make a big decision: keep her current PranaShanti Yoga Centre location or downsize and move the educational part of her business online. This decision led her to reach out to Digital Main Street.

The Obstacle

When COVID-19 hit, Devinder knew that she needed to bolster the education side of her business and focus on online offerings. However, with a large base of existing clients, she was grappling with how to communicate this reconfiguration to them. Devinder knew that it was time to update the website to reflect the changes in the business.



The Solution

The Digital Main Street Transformation Team worked collaboratively with Devinder to conduct market research, connect with mentors in the online education field, brainstorm ideas for the website, and develop the social media channels to reflect the transformation of her website. Devinder learned how to use the social media channels for the benefit of her business and how to create a website that reflected her vision for the updated PranaShanti Yoga Centre. While Devinder was focused on the ins and outs of running a business, the Transformation Team tackled the granular research that helped dictate how they would adapt the website.

The Update and the Future

Now that Devinder has completed the reconfiguration of her business with the help of the Transformation Team, she hopes to expand the reach of her online programs and courses both nationally and internationally. She is also thinking about using Shopify for her online store and will be connecting with the Digital Main Street team to explore her options further.



Testimonial

“I highly recommend the DMS program,” says Devinder. “They have a fabulous team of experts and it feels great to know you have other people helping you who are really skilled. The results are quick and high quality.”

Get Connected!



Devinder Kaur

Founder, PranaShanti Yoga Centre

pranashanti.com



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