



The Sankofa Business of Wellness Training

The *Sankofa Business of Wellness* Training is an interactive two-part course designed for aspiring and established entrepreneurs, nonprofit leaders, and anyone looking to strengthen their business knowledge. Through practical instruction, real-world examples, and group discussion, participants will gain the tools and confidence to launch, grow, or better manage their business.

The training covers core areas of entrepreneurship, including business planning, financial management, pricing, marketing, operations, organizational structure, and strategic decision-making. Whether you're starting your first business or looking to take an existing organization to the next level, you'll leave with practical strategies that can be applied immediately.

Who is this training for?

This training is ideal for aspiring entrepreneurs, existing business owners, nonprofit leaders, and anyone looking to strengthen their business knowledge. Most importantly, it is designed for individuals who are passionate about entrepreneurship and committed to creating a meaningful impact in their communities.

Is this training also for non-profits?

Yes! The principles taught throughout this training apply to both for-profit and nonprofit organizations. Whether your goal is generating revenue, expanding your impact, or strengthening your organization's foundation, you'll gain practical tools that can be applied immediately.

Fall 2026 Training Dates

We have two opportunities to join us this season:

OPTION 1 | SEPTEMBER–OCTOBER COHORT

- Monday, September 21, 2026 | 6:00–9:00 PM (Virtual)
- Monday, September 28, 2026 | 6:00–7:00 PM (Virtual + Optional)
- Monday, October 5, 2026 | 6:00–9:00 PM (Virtual)

OPTION 2 | NOVEMBER–DECEMBER COHORT

- Monday, November 30, 2026 | 6:00–9:00 PM (Virtual)
- Monday, December 7, 2026 | 6:00–7:00 PM (Virtual + Optional)
- Monday, December 14, 2026 | 6:00–9:00 PM (Virtual)

Course Structure

The *Sankofa Business of Wellness* Training is delivered over three weeks, giving participants time to apply what they learn between sessions and receive personalized support throughout the program.

- **Week 1 – Business Foundations (3 Hours | Virtual)**
Learn the fundamentals of entrepreneurship, including business planning, financial management, pricing, marketing, operations, and organizational structure.
- **Week 2 – Office Hours (1 Hour | Virtual)**
Join a live virtual office hours session to ask questions, receive feedback, and get guidance as you work through your business ideas.
- **Week 3 – Business Strategy & Coaching (3 Hours | Virtual)**
Build on the concepts from Week 1 through advanced discussion, business coaching and an extended Q&A designed to help move your business forward.

By investing in the training, participants will learn:

- The core principles of entrepreneurship
- Business planning and identifying market opportunities
- Business management and legal structure
- Turning ideas into viable business opportunities
- The power of You; aligning personal strengths with business ideas
- Product development and pricing strategies
- Financial planning and understanding your numbers

An Intimate Learning Experience

Each cohort is intentionally kept small to create space for conversation, individualized support, questions, and meaningful engagement throughout the training. Because of the intimate format, space in each cohort is limited and registration may close once capacity is reached.

Attendance + Recordings

We employ a screens-on policy. All training sessions will be recorded, and participants will receive access to the playbacks for review and continued learning. While recordings are available, **live attendance is strongly encouraged** to fully participate in discussions, ask questions in real time, and receive the greatest benefit from the interactive training experience.

Tuition & Refund Policy

The cost of the **Sankofa Business of Wellness Training Course** is **\$500**. You may choose from two payment options:

- **Payment Plan:** Submit a **non-refundable \$250 deposit** to reserve your space in the cohort, with the remaining **\$250 balance** due by the final payment date listed for your cohort.
- **Pay in Full & Save:** Pay your tuition (**non-refundable**) in full at registration and receive a **\$100 savings**, bringing your total investment to **\$400**.

If an applicant withdraws from the program after acceptance/deposit, but before the program starts, \$250 from the applicant's deposit amount will be retained by the program. However, such an amount can be applied towards a future training program.

- *If an applicant withdraws during the program, the applicant is still responsible for the remaining balance.*
- *If an applicant is attempting to rejoin the training program after withdrawing from a previous cohort, the applicant is responsible for the difference of tuition for the new training cohort.*
- *If an applicant is attempting to rejoin the training program after withdrawing from a previous cohort and did not complete full tuition payment, the applicant is responsible for paying the previous remaining balance and the forthcoming tuition amount.*

The program will not give any refunds. The program reserves the right to cancel any training before it begins. In that case any payments applicants have made will be refunded in full.

About the Instructor

Marcus Ponder is an entrepreneur, business strategist, and community leader with more than a decade of experience building mission-driven organizations. He is the founder and president of Sankofa Yoga & Wellness Center and serves as Board President of Children of Mine Youth Center, where he helps guide the organization's strategic vision and governance.

Throughout his career, Marcus has launched and led multiple organizations, secured commercial financing, managed multidisciplinary teams, developed strategic partnerships, and navigated the real-world challenges of growing and sustaining a business. His experience spans entrepreneurship, operations, business development, project management, and organizational leadership.

Marcus brings a practical, transparent approach to teaching, combining proven business principles with lessons learned through firsthand experience. His goal is to equip aspiring and established business owners with the knowledge, confidence, and practical tools needed to build sustainable organizations that create lasting impact.