



## Her Career

### **SARI NISKER – OWNER OF SPYNGA, YOGA & SPINNING STUDIO**

Submitted by Jen on August 14, 2007 - 11:55am.

Life is going to get out of whack, unbalanced, crazy...but keep in mind you are going for the dream.



Her Career Tips:

**If you were to give 5 success tips for young women, what would they be?**

Every person that you meet along the way should be treated with respect and gratitude, even if the relationship

falters. Never see anyone as a means to an end. Not only is it bad karma, but as cliché as it sounds, you may meet that person along the way again in different circumstances.

Try not to take things personally. If business relationships do not work out or something does not result the way that you initially envisioned, you need to acknowledge it and move on. Do not personalize the outcome-it is a waste of energy- this is business.

The point above ties into this one. Drop your emotion at the office door. You may think that is harsh and say to yourself, how can I take the emotion out of my passion?? Here is the thing; your die-hard passion can be valued at zero if no one is buying into your passion. Your passions need to be separated from what makes "business" sense in strategy and implementation for your service and/or product.

Listen to those little voices in your head and gut- even when you don't want to and listening to those signs can completely change the course you originally planned to be on- do it! Those messages tend to be the right answers!

Talk to people. Women who have or had their own businesses-what they learned, how they managed, advice, opinions, what the balancing act of family and work life really looks like. Talk. Ask. Seek. The more experiences you know, whether personally or via someone you respect, the better decisions you can make for the health of your business and yourself!

## THE QUESTIONS

### **1. What does a typical Thursday look like for you, starting from when you wake up – to heading to bed?**

A typical Thursday starts out with me hopping out of bed ready to go with excitement for another day at my dream job. I would like to say that I then do a short meditation and a little yoga before motoring to the studio to take on the daily grind of a fitness studio but those quiet morning moments have been few and far between since opening Spynga. I get into the studio and check voicemails and emails as clients have called and written to reserve spots on our spynga, cycling and yoga classes. As a business owner as well as a yoga and cycling instructor is important for me to wear these hats very differently. When I am teaching a class, I present with my students and attempt to give them an inspiring, invigorating, great class and leave feeling blissed out! When I am reviewing our numbers, creating new programs and promotional partnerships, I am focused on the business development and on strengthening the brand of our studio. I alternate between these roles all day long and it can be amazingly challenging to switch the hats off at times.

### **2. What was your first job out of school?**

After university, from which I graduated with a Bachelor of Arts in Philosophy (I would tell my mom that eventually I would tie this into a career one day!) and with a random interest in advertising, I went to Humber College to complete a program in Advertising Sales Diploma. Don't do it! From there I did an internship at Tribute Entertainment Media who sell in-theatre advertising opportunities from posters, to the movie magazines that you flip through before a flick and the annoying commercials that you go to the movies to get away from. My internship led to a 2 year job selling BIG SCREEN ENTERTAINMENT advertising. Do you remember the grainy slideshows of restaurants, car dealerships, and retail advertisements in the Famous Players theatres before the lights went down? Well, that was the product I was selling. "For Big Screen Entertainment Advertising Inquiries, Please call Sari Nisker" with a phone number and my extension. Some would say that was my fifteen minutes of fame.

### **3. What are the 3 skills you require most to do your job well?**

This is such a hard question as there are at least 10 skills that are required that I could rhyme off in 5 seconds flat but will stick to the task at hand (focus is required!)

The three skills that I believe are required to run your own business is spontaneous creativity- it is essential to

always be in some sort of problem solving mode as there are internal and external obstacles each day that need to be approached with flexibility and resourcefulness. A second requirement is an ability and readiness to make decisions on guesstimates and intangibles. You can research and source, and be savvy and educated in all areas of your business – however there is that element of data absence sometimes where you need to proceed based on gut and experience. It can be quite scary. The third required skill that I would recommend to do this job well, it is important to be open and to learn and understand clients as fitness participants as well as fitness spenders. It is important to always listen to how we can improve our services, whether it be classes or therapies, as well as to how the business runs from an operational standpoint.

#### **4. What do you love most about your career?**

There are two things that immediately come to mind when I think about what I love most about being a business owner and yoga/cycling instructor. As a teacher, I get to share these mind-body regimes that have changed my life and watch the effect that they have on all who participate and how it transforms their lives. You just help people to feel good about themselves- body and mind! The second part is listening to people's life stories. Everybody has them- traumas, tragedies, and sweetness- and how they came to practice yoga or ride the bike and the impact that it has had on their life. I could write a book about the incredible accounts of clients' lives that I have been privy to hear and be inspired from.

#### **5. If a woman wanted to get into this business, what are your recommendations of how she should start?**

As a fitness instructor, you need to train, practice, practice and train- and then teach and teach. As a business owner of a fitness facility, you need mullah, the patience and support to find a location in an untapped area, a damn good publicist to market the point of difference at your studio, and most importantly, a great team of teachers and support to help run your biz....people are motivated by people!

#### **6. Do you have any warnings?**

As an owner of a business, the sooner you wrap your head around the fact that for the first few years, at least, you are going to live, breathe, drink, eat, sweat, and embody this entity. Life is going to get out of whack, unbalanced, crazy...but keep in mind you are going for the dream. Know that you may have a few months where your pockets are shallow and you need to cut your lifestyle back. It is worth it if it is what you want!

On a philosophical note, during the first building stages, you constantly feel like certain steps are insurmountable, odds are against you, people are trying to coil your dream – yes, even a yogi has felt this- keep going... Hard work, tenacity, and patience are key!

#### **7. If you could try a different career on for a year, what would it be?**

I think I would shadow Christiane Amanpour-CNN's London bureau. Amanpour is one of the most recognized international correspondents on American television. She reports in dangerous conflict zones, which has apparently made her a high paid field reporter. She speaks English, Farsi, and French fluently. Forbes magazine has named her one of the 100 most powerful women. I believe she fights the fight as far as communicating the realities in war, terrorism, environmental horrors, and is a strong supporter of exposing the abuse, controlled rights and exploitation of women around the world. Enough said.

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