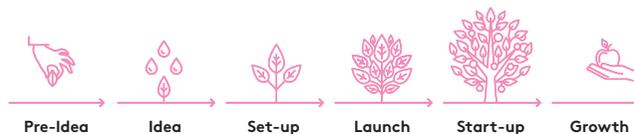


Glenis Wilkinson, Yoga + Meditation

Trauma-aware and over 60s yoga.



“Global Sisters has over-delivered. I thought support would drop off after Sister School, but I have learned so much about how to structure my business, look at the income that doesn't depend on me teaching a class [in person], and even how to use technology to help my branding and business.”



Sister since 2017

Glenis started her business journey in October 2016. She had a face-to-face yoga business and has been pivoting her business to online yoga, targeting people who are self-isolating and working from home due to the Coronavirus pandemic, as well as older Australians in nursing homes and retirement villages.

After a marriage breakdown and the trauma of losing her son, Glenis found herself unemployed and without secure accommodation.

Loss of financial security as a result of divorce, unemployment, being a single mother or older woman, combined with housing unaffordability, are all factors that can lead to poverty and homelessness in Australia (Homelessness Australia, 2013). Common Ground, a social housing organisation, gave Glenis the stability needed to rebuild her life. They introduced Glenis to Global Sisters, where she received the support to turn her yoga qualification into a career that she is passionate about.

Glenis Wilkinson Yoga + Meditation is a Brisbane based business, running classes in beautiful spaces and focusing on helping people suffering from trauma and mental illness.

How Global Sisters is making a difference

After landing on her business idea in the My Big Idea workshop in May 2017, Glenis put the foundations of her business in place during Sister School and launched her yoga and meditation services soon after.

Global Sisters has supported Glenis over several years to move her business to growth stage and navigate the challenges of COVID-19.



Support to Glenis has included:

- The opportunity to pitch at the inaugural Sister Pitch in Sydney in November 2018, accessing funding and pro bono support
- Brand, photography and marketing
- DigiPIVOT program and support to operate online during COVID
- Service industry circle program to grow the business income
- Access to an Auspost provided smartphone and data to run her business.

Glenis has been supported by Global Sisters to move her business online and offer digitally delivered classes via Zoom and Facebook Live. This not only opens up a new market to Glenis but meets a need for the community to stay mentally and physically healthy during the COVID-19 crisis.

Glenis is pivoting her business and approaching nursing homes and retirement villages, targeting the over 60's with bespoke live classes which can also be played back and used later by individuals. Global Sisters has supported Glenis to set-up the digital membership and payment gateway technology to make this possible.

Follow Glenis' business journey at:

-  [Watch Glenis' Sister Pitch](#)
-  [Watch Glenis' business video](#)
-  [gleniswilkinson](#)