

# Evolving Holistic Health in the Digital World – An In Interview With Alexis Alcalá

*TechCulture Staff November 18, 2021*

We sat down with Alexis Alcalá, Founder of InnerCamp. InnerCamp is a global community focused on changing traditional approaches to holistic health by creating a secure and reliable foundation for learning and growth.

**Alexis, thank you so much for joining us today. Can you tell us a little bit about InnerCamp and what you all do?**

My pleasure! InnerCamp is a global community that establishes a new approach to the world of holistic health and creates a safe space for learning and growth. Through the contemporary teachings of Breathwork, Tantra and Shamanism, we increase your store of knowledge and provide efficient tools to fulfill your dreams and achieve well-being on every level of your life. Nowadays, we also focus on an educational mission, offering affordable online training for those who seek personal and professional development.

**Wow, a vital mission, and I'm glad to see the reintroduction to holistic health in this day and age. Do you feel there are fundamental differences between different generations when using your product/service?**

Life throws many difficult situations our way, whether you are in your rebellious 20s or happily retired. There are plenty of triggers that influence our well-being and mental health at any age. Some come from our social environments, such as being under pressure at work, dealing with the pandemic, not having much or any control over the outcome of a situation. Others originate from within: personal triggers remind you, either consciously or unconsciously, of a bad memory or traumatic event in your life or your childhood. InnerCamp identifies the problem first – what it is precisely that causes limiting beliefs and blocks your joy and fulfillment. Once identified, we can provide customized holistic solutions to resolve those issues.

**It seems you have turned holistic health into an intricate science! How do you differentiate yourself from competitors in the same space?**

In 2021, we have created a Research Department that undertakes a scientific investigation to deliver up-to-date and trustworthy content for our educational programs. Thus, all our programs are backed by science.

We also believe that the future is digital. That is why we were one of a few wellness pioneers to offer online holistic tools in times of uncertainty during the lockdown. Since then, we have continued perfecting, reimagining, and upgrading our online experiences to cater to our clients' needs. We have realized that a particular group of individuals want to know more about a holistic lifestyle for their own personal reasons and do not necessarily want to teach others. This insight unlocked a great opportunity for InnerCamp to introduce just Practitioner levels of our well-acclaimed courses. Last but not least, we are a family, where everyone is welcome, and everyone is accepted. We simply love what we do, and we live the lifestyle that we teach.

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## **Fascinating! Do you have any plans to extend to other countries or markets?**

We have a lot of interest in the Asian market, where we believe the breathwork could be a perfect solution to manage the stresses and tensions of everyday life. Our goal is to make our experiences accessible to a broad audience, empower people worldwide, and awaken their true potential. We are working hard on adapting our programs to non-English speaking markets.

## **I think that is an excellent strategy, as you would likely find a significant client base outside the western world. What would you say was the most memorable experience in the entire process?**

To see the transformation our students underwent since they first started our programs. It is the biggest reward and honor for us to be involved not only in their professional development but also in personal changes. As individuals, we all carry certain emotional baggage, and our courses are designed in a way that you first transform your own life in order to be able to influence the lives of others later. Each training is a very emotional journey for both students and teachers. We learn, and we heal together. It is an incredible experience to see our students step into their new holistic careers being fully transformed, free of guilt, anger, or any other heavy emotion they have previously dealt with.

## **It sounds like a very rewarding experience overall! What strategies do you use to overcome stress and the inevitable roadblocks for moving forward?**

As stress and anxiety tend to accumulate in your body, we recommend applying various breathing techniques to reset & recharge to renovate our intellectual, emotional, and physical resources. Breathwork deals with foundational energy that enables us to feel secure and grounded and pushes us forward.

## **I guess we are speaking to the choir on that one! What has the overall feedback been from clients regarding your programs and services?**

We are blown away by all the love and support. With each new program, we extend our family, and we are thrilled to see people sticking with InnerCamp even after they graduate. It's almost become a norm when our students prolong their experience with us and jump into new discipline, new training to delve deeper into holistic practices, and not break the connection we've established over long months of studying. If we were to choose three words to describe the overall feedback, that would be "mind-blowing," "transformative," and "encouraging."

## **That is great to hear! What would you say has been your greatest source of inspiration?**

Getting to see our students grow as learners and as people is the greatest source of inspiration for InnerCamp. Our transformative, meaningful career development centers on who you are: your strengths and your goals. It gives the energy to fulfill dreams. We couldn't be more proud of our graduates starting their new business, embracing their powers, and living a happy life.

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**It seems you have a profound impact on the lives of your clients. How have the recent economic events affected your business? What have you done to adapt?**

In the past, we prioritized retreats and onsite training, but due to the pandemic, we were forced to reduce the number of in-person events. Looking back, we now realize that those adverse circumstances also provided an opportunity for our growth as a company. Since then, we have focused on developing our e-learning platform, and that happened to be our greatest success.

**Glad to know you have adapted to circumstances fairly well! What advice would you give to your past self or a new entrepreneur?**

Enjoy the journey! Do not focus on the outcome, be in the moment. Sometimes it can be pleasant, sometimes not, but we learn and grow from this experience either way.

**A great note to end on! Alexis, thank you so much for your time. Where can readers learn more about you and InnerCamp?**

Thank you for having me! You can learn more on our website at [innercamp.com](https://innercamp.com)

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