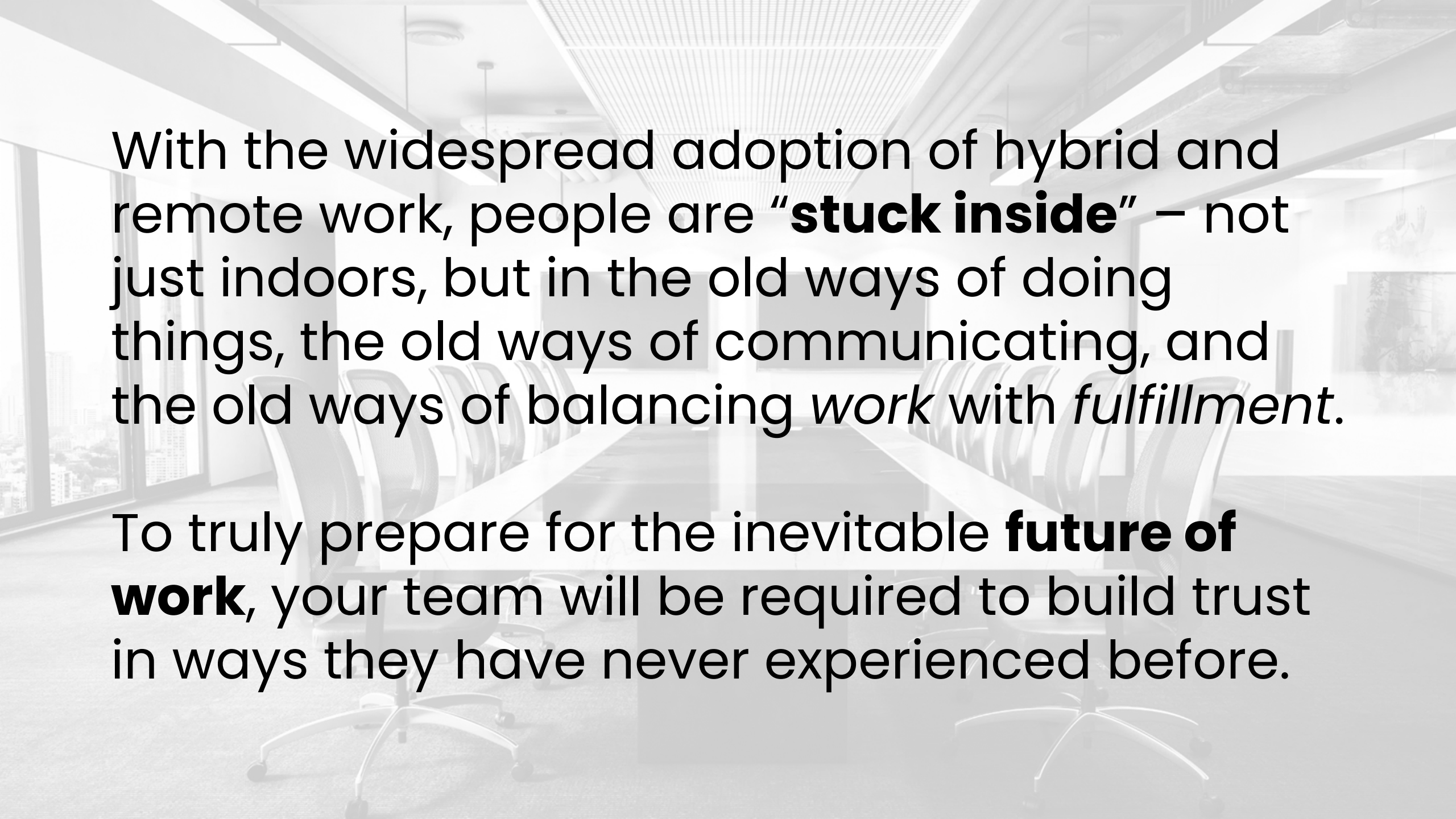




**INSPIRE, CONNECT, AND DISCOVER.**



With the widespread adoption of hybrid and remote work, people are “**stuck inside**” – not just indoors, but in the old ways of doing things, the old ways of communicating, and the old ways of balancing *work* with *fulfillment*.

To truly prepare for the inevitable **future of work**, your team will be required to build trust in ways they have never experienced before.

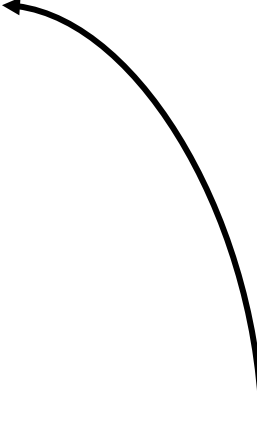
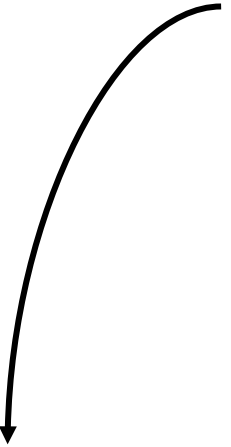
**BusinessOutside**® is an experience and facilitation company **transforming** the way people **interact** and think about their own purpose by creating **authentic** and **meaningful connections**; forging a more collaborative, engaged, and inspired team.



# Business Outside<sup>®</sup> Takes Groups...



 **Outside OF COMFORT ZONES**  
Growth through Authenticity & Vulnerability



 **Outside INTO NATURE**  
Healthier, Happier, & More Engaged



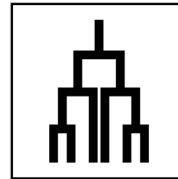
 **Outside CORPORATE NORMS**  
Away from the stuffy Hotel Ballroom



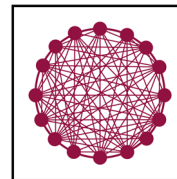
# WHAT WE BELIEVE IN

*"The wisdom is in the room."*

NORM



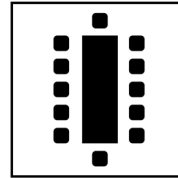
Outside



**Equal voices**

*No hierarchy during conversations & ideations*

NORM



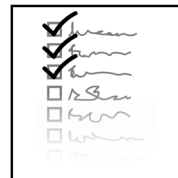
Outside



**Dynamic experiences**

*Anti-cocktail reception and anti-hotel ballroom*

NORM



Outside



**Mold-Breaking conversations**

*Levels of authenticity not found on tradeshow floors*

"Thank you, BusinessOutside, for deeply engaging our team in a far different way – outside the four walls of a conference room, building *true* trust!"

**- Wilson Ray, WK Kellogg Co.**

"I absolutely loved this format and learned a lot from my fellow attendees – all while surrounded by an absolutely stunning setting."

– Laura Owens, YPO Pacific One

# **Outside IN NATURE**

*When in nature, groups:*

- Increase **concentration** and **productivity** by **double-digits**.<sup>1</sup>
- Report 15% higher **well-being** and 15% higher **creativity**.<sup>2</sup>
- Improve performance on **attention**, **recollection**, and **reaction** tests.<sup>3</sup>
- Drastically **reduce cortisol** (stress hormone) levels, allowing for more **earnest** conversation.<sup>4</sup>

1) "Gazing at Nature Makes You More Productive: An Interview with Kate Lee." Harvard Business Review, 27 Sept. 2017, <https://hbr.org/2015/09/gazing-at-nature-makes-you-more-productive>.

2) Human Spaces | Human Spaces. <https://blog.interface.com/>.

3) "Going Outside-Even in the Cold-Improves Memory, Attention." University of Michigan News, 16 Dec. 2008, <https://news.umich.edu/going-outsideeven-in-the-coldimproves-memory-attention/>.

4) Sara London, May 24. "The Benefits of Working Outside vs Indoors." Hive, <https://hive.com/blog/working-outside-benefits/#:~:text=Having%20a%20little%20sunlight%20and,also%20enhancing%20your%20immune%20system>.



# WHAT WE DO

## CONNECTION HIKES



- A **turn-key, facilitated** adventure for any team kickoff, summit, or activation effort
- Tailored to event **objectives**, programming, topics, and intentions, often including **additional** appearances from speakers.

## INTERACTIVE KEYNOTES



- **Augment** trust, sales, and connection within teams through science-backed tactics
- **"The Five Secrets to Deeper Connection"** or **"Discover Your Path Forward"** philosophy sessions, including hands-on practice

## INNOVATIVE WORKSHOPS



- Outdoor **inspiration** paired with active **ideation, connection, and self-inquiry**
- **Strategic, team-building** experiences that offer newfound languages of self-expression to **any** team, group, or company offsite.

# WHO WE WORK WITH

Leaders, organizations, and teams with ambition to:

- Build **Deeper Connections**
- Maximize **Trust** and **Performance**
- Inspire **Innovation** in a Unique Setting

This includes:



## EXECUTIVE LEADERSHIP TEAMS

*Seeking alignment, understanding, trust, and commitment toward strategy.*



## INNOVATION DEPARTMENTS

*Aiming to discover one-of-a-kind realizations in one-of-a-kind environments.*



## DEPARTMENT HEADS

*Bringing together cross-functional groups for organizational synchronicity.*



## SALES DIVISIONS

*Building Inspirational Relationship Management or Customer Summits.*

"BusinessOutside provides teams with a mental, emotional, and physical reset; redefining how our work and personal lives can be better integrated."

- **David Cummings, Atlanta Ventures**



# WHAT WE FACILITATE



## 1 Assembly

## 2 Hike Launch

## 3 Connection Experience

## 4 Conclusion

### Depending on location:

- Arrival from Off-Site lodging via Bus(es)
- Gather for On-Site Hike Launch
- Individual transport to Trailhead

- Intention-Setting, Operating Philosophy
- Safety & "Traffic" Notes
- Facilitation of the "Line Exercise"
- Snacks, water and/or swag

- Group and 1:1 facilitated conversations regarding: Gratitude, Authenticity, Personal Journeys, Legacy, and "What's Inevitable?"
- (OPTL.) Guest Speaker Trail Encounters
- Typically 1-3 hours in length; 3-5 miles\*

- Integration and Celebration
- (OPTL.) Closing Pub/Restaurant
- (OPTL.) Books & Signing by Bart Foster

*\*Mobility-restricted accommodations available*





# TRAIL ENCOUNTERS

Often, BusinessOutside Connection Hikes include **guest speaker** appearances to bolster topics such as **authenticity** and **vulnerability**.

- **Integrated** throughout the extended Connection Hike experience
- **Leaders**, achievers, and/or innovators throughout a myriad of industries
- **Elaborating** on the BusinessOutside philosophy, introducing best practices for leadership, or discussing key industry topics (I.E. recruitment and retention)
- **Connecting** thought leaders with attendees in ways unseen around typical conferences

“Something happens when you’re engaging outdoors – you perceive more, you learn more, you connect more... simply, you experience more.”

– **Jack Swift, The Liminal Collective**

# WHERE IT HAPPENS

*BusinessOutside is an expanding, nation-wide movement. We have led hikes in places like...*



"Access to nature was the absolute **perfect** priority for our experience; rarely do you attend any kind of leadership offsite and get to **truly explore.**"

- Dan Desko, Echelon Cyber

# HOW IT LOOKS

“With BusinessOutside, our inaugural Leadership Summit was warmly authentic, explosively connective, and singularly impactful for our team.”

– Chad Summe, eGateway Capital



4<sup>th</sup> Annual Eyecare Innovation Summit | Boulder, CO



eGateway Capital Offsite | Jackson Hole, WY



YPO SEC Region Leadership Retreat | Boulder, CO



YPO EDGE Connection Hike | Central Park, NYC, NY

# WHO WE HAVE HIKED WITH

**Alcon**

**amazon**



**AVL**  
growth partners

**BOSE**



**IBM**



**NAW**

GRUPE VISION  
**NEW LOOK**  
VISION GROUP INC.

**Rent**



**United  
Healthcare**



**vsp**  
vision care

*W.K. Kellogg Co*



# ENGAGING PEOPLE OUTSIDE

Transforms **conversations**, supercharges **connections**, and creates an undeniably fresh **depth** of experience – inspiring **vulnerability** like no other setting would allow.



# WHO WE ARE



**Bart Foster**  
Founder & CEO



**Riley Ferrero**  
Director of Implementation



**Bobby Africa**  
Facilitator



**Chris Schwalbach**  
Facilitator



**David Barry**  
Strategic Advisor



**Marc Hodulich**  
Strategic Advisor



**Amy Sorrels**  
Strategic Advisor



**Ret Taylor**  
Facilitator



**Paul Warner**  
Facilitator

## Connection, Creativity, and Restoration

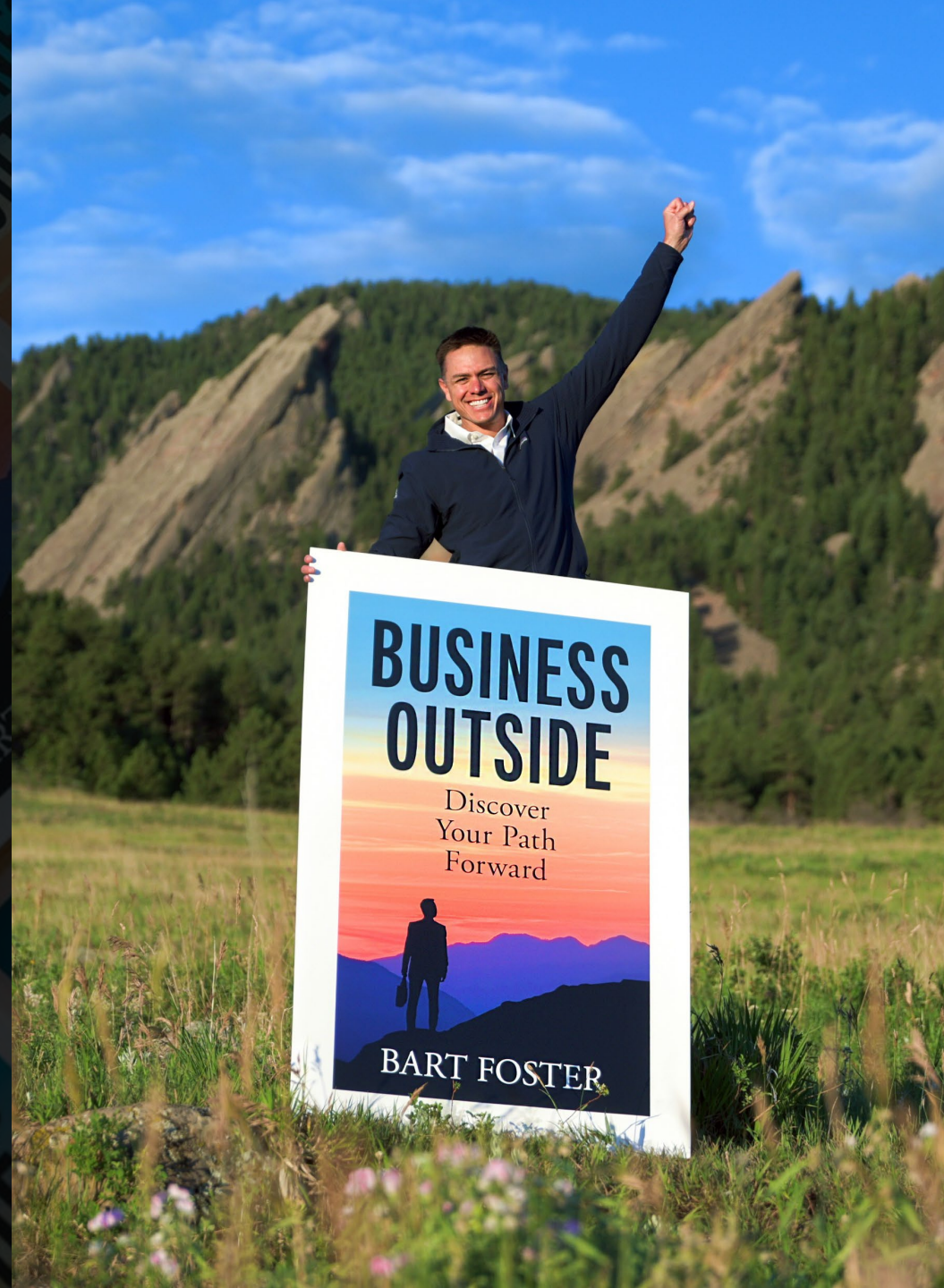
Serving as a “trail guide to an intentional life”, Bart’s book guides readers to their **North Star**; marrying a growth mindset with actionable steps toward fulfillment.

SEE THE LISTING ON

**amazon**

CLICK TO LISTEN ON

**audible**





A group of about ten people are hiking across a stone bridge over a river. The bridge is made of large, flat stones. The surrounding forest is filled with trees that have bright yellow and green autumn foliage. The scene is bright and sunny. The text "GET OUTSIDE!" is overlaid in large white letters across the middle of the image.

# GET OUTSIDE!

Business  Outside®