

Balancing “Inside the Wall” and “Outside the Wall”

Chapter 5: Business

I like to think of companies as castles with walls separating the inner workings of the castle from the outside world.

Outside the wall is the content you put out into the world, including your products and services. It’s also where your customers live, how they experience your products and services, and how they perceive your company. Things like editorial content, advertising, sales, marketing, and user experience are all outside the wall activities.

Inside the wall are your team, your processes, and your policies. It’s how you are together and how you work together. Things like leadership, management, human resources, internal communications, values statements, and mission statements are all inside the wall activities.

To make sure you find the right balance, ask yourself:

How much of my own personal time is being spent on inside the wall vs. outside the wall work?

How many of our team members are doing inside the wall vs. outside the wall work?

How much total time is spent thinking about ourselves and how we work together (inside the wall) vs. our customers and what they’re thinking, feeling, and experiencing (outside the wall)?

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book