



Meet InsideOut

Leaside Business Park Association

Can you tell me a little bit about InsideOut?

Since 2005, ***InsideOut Health and Performance*** has been based right here, on Laird Drive in Leaside. We opened as a small yet dynamic company in order to serve individuals and organizations and was founded by current Director, Barry Samuel. The name "*InsideOut*" (*IO*) has been inspired by the idea that every person can unlock their own brilliant journey. The approach is a mix of prioritizing invaluable life skills and mental focus as a catalyst for growth to enduring health. The IO team consists of coaches and practitioners.

Further, *IO* helps to inspire individuals and organizations to actualize *Work-Life Goals* to achieve better health and performance. Under the leadership of Samuel, we have also trained countless industry professionals. Clientele have also come from various sectors in *IT, Health Care, Manufacturing, Public Sector, Education, Finance, Food Services and more*. We offer a variety of individual and group services online and on-site that focus on areas such as: performance, mindfulness, fitness, work-life coaching and various workshops. Our programs specifically help work environments to run smoothly while increasing productivity and its employees' quality of life.

The *IO Health + Performance Workplace Program* provides services for: *Team Building, Burnout Prevention, Stress Management, Wellness Fairs, Lunch'n Learn, and others*. Our signature workplace fair features an on-site program specifically for **Wellness Week**. The fair includes postural and ergonomic assessment, mindfulness, yoga, hands-on seated massage therapy, nutrition tips, healthy eating for busy lives and more! At *IO*, we genuinely want to make a difference in people's lives and have set out to model this over the last two decades.





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How many years you have been in Leaside doing business?

During the early 2020's of the pandemic, we experienced some rocky days. We are grateful to have learned resilience as a company while based in our home for an amazing ride of **18-years** and counting! We have been given the privilege of trust to support families and guide people of all ages. This has been a rewarding ride, seeing individuals fulfill their potential. There is such a strong sense of community here that possesses a remarkable capacity to be an example for other healthy communities. We are fortunate to always feel at home in this still growing area.

Since our inception, we have managed to strengthen our private coaching, top fitness classes, personal training, nutrition, coaching and workplace health + performance (available virtually and on site). *IO* has twice in recent years earned accolades for **top award for best Health + Fitness program** from Toronto Star.

Our very favourite source of *IO* community pride is our role in the creation of midtown's long-standing outdoor event, **The Annual Spring Into Action - "Move for Youth Mental Health!"** charitable event (www.springintoaction.ca). Beginning in 2006, this spring will **mark 17-years of SIA** which features a community festival gathering along with a walk and run loop through the picturesque nature trails of neighbouring Sunnybrook Park. We have had tremendous support from our Leaside business friends who share these core values (as well as the community as a whole) which has enabled us to ensure the message of youth mental health can grow louder.





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How did the business start?

In 1993, Samuel played baseball at Talbot Park on Leaside Richardson Junior team; this simple time was his first introduction to an area he would later relocate to in Toronto. Years later, he has become inspirational and resilient in guiding others to successes. Today, he draws on an extensive background practicing a mix of Health Psychology, Coaching, as well as, Kinesiology.

His deeper story is also a personal one having experienced his own survival journey of coming through some dim days to achieving life goals. He has stayed true to his lived value of giving back, being engaged in service and promoting a caring community culture. Professionally, this includes meeting people where they are at, achieving goals and helping guide them to their best selves!



What have been some of the challenges that you've faced?

Like any other small business, we've had our growing pains.

The pandemic was scary for all of us and posed a big challenge to *IO*, especially on our Health + Fitness Studio operation. We managed to get over that hurdle thanks to some devout support and by pushing through. During this recent history, we were able to offer help to individuals in need. Meanwhile, our team, to a person, also struggled to withstand the bleak environment.

The struggle of the pandemic cut fairly deep for all of us. Thankfully, we were able to pivot to a more virtual structure. We have realized the benefit of providing online programs so have decided to continue offering our award-winning services online, as well as, on site. We were featured as a go-to source for both [Local and National Media](#) and also involved in [podcasts](#).

What is your favourite thing about being in Leaside and the community?

Unfortunately, it is not **Eglinton**, yet... but hopefully in the near future

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Our real favourite thing about Leaside is its incredible sense of community and short yet, rich 110-year history. Everyone is so friendly, welcoming and supportive. We have met so many amazing people and made great friends. We could not imagine being anywhere else.

We almost never say no when many schools, churches and community groups have appealed for help over the years. We love to support others whenever there is a way to do so! As mentioned previously, we are very proud of our long-running event Spring Into Action For Youth Mental Health

in the way that has also brought folks together.

We say, why not be like **Eglinton** (with partial humor), always be working on your goals while also being a supportive model for our neighbours.

Do you have any words of advice for others?

Everyone experiences feeling stuck or afraid at times. Merely having encouragement or gentle guidance can go a long way. And, if you feel like you are not moving toward your goals, aspire to reset your 'Personal GPS'. This can have the effect of intersecting with every aspect of your life including relationships with others. Begin by looking within yourself to see if you are aligned with your values and goals, then try to undertake nothing short of a brutally honest audit of your work and life.

We believe taking care of yourself needs to become a chief habit in order to become resilient and soar in life. Everything else will radiate from there.

