

# Media Kit

# Outside Insights

Lessons for closing  
your personal gap

Find Outside Insights Podcast on all major podcast apps and at [myplacers.com](https://myplacers.com)



**THE OUTSIDE INSIGHTS COMMUNITY**

# Outside Insights

A Relevant Podcast and Blog by Chris Burkhard

**EVERY JOURNEY STARTS SOMEWHERE**

Outside Insights Podcast is a platform for sharing lessons and concepts curated to close personal gaps. At its core, it's a community that recognizes there's always progress to be made - big or small.

Everyone has lessons to share - from strategies for successful entrepreneurship, to how to live a balanced life - mind, body, and soul.

**"Outside Insights is rooted in one, powerful idea:  
The best results come from pushing the limits."**

Chris Burkhard

Life-changing experiences are embraced only by those who dare to step outside of their comfort zones. Epic journeys wait on the other side of comfort zones.

Outside Insights delivers inspiration, tools, and "aha moments." Find our contact information on Page 4 and start the process to guest on Outside Insights.

# Meet Podcast Host: Chris Burkhard



Chris Burkhard

Chris Burkhard, a fourth-generation entrepreneur, has been driving change in his business for more than 20 years. Placers, his award-winning workforce company, matches job seekers to meaningful work as a consultant to businesses for contingent-workforce best practices. Chris is a cultural servant leader, and influencer, and Placers stands solid as a unique organization that gives back to the communities it serves.

Chris fosters a workplace culture that encourages people to be themselves and take risks. He advocates thought leadership and as a result, Placers made Inc. 5000's list of America's Top Private Companies 10 times. As an agent of change, he was named Small Business Person of the Year, Delaware, 2020, by the Small Business Association.

Chris wholly loves the outdoors. He aligns with the gifts nature offers. He currently lives in Delaware but manifests on living in the mountains of Wyoming -- the "Equality State" -- fitting! He is an innovator and "Scaling Up Coach" who aspires to mentor and navigate entrepreneurs through crossroads to create and sustain successful businesses.

Chris embraces life and its balance -- melding professional with personal. He is a committed husband and father to two, young adults, and two Aussie Shepherds: Gracie and Ziggy.



# HOW DO YOU HELP CLOSE GAPS?

Guests who gain access to our platform amplify their brand, service or product, and optimize their voice across all of our channels for top-tier cross-branding.

While sharing your stories on this unedited platform, you're empowered to have authentic and direct conversations with one of Delaware's culturally driven influencers, to push the limits of thought leadership.

Outside Insights Podcast is two years old and already garners nearly a million listeners! Outside Insights Blog boasts the same number in readers.

Our intention is focused on presenting an unedited, long-form self-help format that reaches a global audience. Expect expanded content including intriguing storytelling from authors, entrepreneurs, and community leaders who selflessly share "the how" of their journeys, current stations, and lessons learned that closed gaps.

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# Step Outside Your Comfort Zone With Chris Burkhard

Yes, Chris is a servant leader, coach, entrepreneur, educator, mountain man, and Owner and President of Placers, a company recognized as Delaware's seventh fastest growing business in 2021 and one of Delaware's 50-fastest growing businesses. And yes, he is the 2020 Delaware Small Business Person of the Year.

He is also a man who trekked up the glacial landscape of Mt. Rainier – a bucket-list climb cut short by Mother Nature. At 11,500 feet, severe weather forced his team to hunker down, while enduring frigid temperatures, high winds, and pelting ice and snow. The hostile climate ultimately compelled the adventurers' descent. He was left forever changed with a life-altering experience embraced only by those who dare to step outside of their comfort zones.

Chris rises to challenges. He and the Outside Insights Podcast Production Team are ready for you. Are you ready to step outside of your comfort zone and start a conversation about your journey? Contact us to guest on Outside Insights now! We're excited to share and amplify your story!

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