

Inner & Outer *Management.*

Two worlds. One practice.

Practical tools for your inner world and your outer work, in one session.

You can't control the chaos of the world. But you can train your response to it.

60 min. 3 hours. Or a full day.

= an investment that fits into the calendar.

TRUSTED BY

Since 2019 Zen & Go has worked with 30+ DAX companies & SMEs, including:

SIEMENS HEALTHINEERS · BAYWA R.E. · RWE · MAZARS · INTERBRAND

I&OM PROGRAMME · TO DATE

Developed with and for high-pressure corporate teams at Siemens Healthineers IT.

From overload to *clarity.*

In the fast-paced reality of modern organisations, the internal dimension is consistently underestimated. We optimise processes, tools and structures, and neglect the inner states that actually determine whether people can use them.

The cost is enormous: economic, human and health-related:

77 %

of employees experience
burnout at least sometimes

Gallup 2023

< 5 min

average focused attention
span at work today

Microsoft 2023

€ 9 bn+

lost annually through
presenteeism in Germany

BAUA 2023

WHAT THE SCIENCE SHOWS

Mindfulness practices reduce stress, measurably and immediately.

- Balban et al. (2023): breathwork outperforms mindfulness meditation for reducing anxiety and increasing positive affect.
- Giorgi & Tedeschi (2025): structured breathwork produces lasting HRV improvements, the body's primary stress-resilience marker.
- Karl Weick: "By largely ignoring the internal dimension, organisations pay a high price. Employees are less satisfied, innovative, and motivated."

PLUS · THE HUMAN ADVANTAGE

Think of how much money and effort organisations pour into training people on external systems that keep changing: new software, new tools, new platforms. Yet the one system driving every important decision a person will ever make gets almost no training at all: the mind making the call. As AI takes over more routine tasks, inner skills such as attention, regulation and real presence become more decisive, not less. They cannot be automated.

Two worlds. *One practice.*

Inner & Outer Management addresses both dimensions of performance simultaneously. External structure without inner clarity leads to burnout. Inner clarity without external structure leads to drift. Both are needed, and both are trainable.

Think of it as tending two gardens at once.

Attention is the watering can. What you don't tend, the weeds tend for you.

INNER MANAGEMENT

Navigating the inner world

thoughts · emotions · attention · body

Focusing the Mind

Practices such as:

Meditation, mantra, journaling,
micro-pause practices (2–10 min)

Processing Emotions

Practices such as:

Box breathing (4-4-4-4), 4-7-8 breath,
notice-name-feel, lovingkindness

Grounding the Body

Practices such as:

Body scan, yoga-based movement,
mindful walking, shaking / bouncing

OUTER MANAGEMENT

Structuring the outer world

tasks · time · focus · collaboration

Get Organised

Practices such as:

Getting Things Done (GTD),
digital hygiene & capture habits

Get Into Flow

Practices such as:

Single-tasking, Pomodoro,
micro-meditations between tasks

Get There Together

Practices such as:

Accountability co-working formats,
we-flow practices, team rituals

THE OUTCOME

Participants leave with a personal toolkit for both worlds: methods they have already practised in the session.

We know *the objections.*

Three questions we hear before almost every booking, and our honest answer to each. This targets an under-invested, evidence-backed area of performance: personal focus, clarity, and emotional balance.

01

"Our leadership team won't engage with this."

We know the pattern. Most senior leaders walk in sceptical and leave asking for more. Every tool we use is science-backed and measurable: HRV tracking, structured pre/post surveys, or a team check-in four weeks later all show concrete outcomes. We have worked with senior executive and women's leadership groups across DAX companies and still receive messages about how a single session changed the way people work.

02

"How is this different from the mindfulness app we already offer?"

Apps provide content. I&OM provides experience, coaching and peer accountability. Research shows that digital-only mindfulness interventions lose over 96% of users within 30 days, with no behaviour change to show for it. In a live session, participants practise the tools together, get coached in real time, and hold each other accountable as a team. That is what turns information into transformation.

03

"Does mindfulness really improve productivity?"

Inner & Outer Management is not a meditation retreat. Outer Management is explicitly about GTD, Pomodoro and single-tasking: productivity methods that most teams know but have never properly implemented. All tools are evidence-based. The inner practices regulate the state that makes the outer tools stick.

Three formats. *One framework.*

One 60-minute live session, or go deeper with a half-day or full-day immersion. The framework is the same; the depth and integration time change.

60 MIN

IMPULSE SESSION

BEST FOR:

- Team meetings
- Conferences
- Lunch & learns

WHAT'S COVERED:

- Grounding / arrival exercise
- One Inner Management practice (live)
- One Outer Management tool
- Personal 1-week commitment

Ideal first contact. Repeatable for different teams.

3 HOURS

INTRODUCTORY WORKSHOP

BEST FOR:

- Team offsites
- Leadership days
- L&D programmes

WHAT'S COVERED:

- Landing: arriving fully
- Inner Management: theory + 2 live practices
- Outer Management: theory + 2 live tools
- Personal planning (inner + outer)
- Group commitment + wrap-up

The most commonly booked format.

FULL DAY

DEEP DIVE

BEST FOR:

- Culture resets
- Leadership retreats
- High-stakes teams

WHAT'S COVERED:

- Full Introductory Workshop (morning)
- Guided lunch reflection
- Advanced practices + personalisation
- Accountability check-ins between sessions
- Integration planning + team commitments

For teams ready to go all in.

CUSTOM FORMATS

All formats can be tailored to team size, industry context and current pressure points. Multi-session series and embedded L&D programme integrations available on request.

Sophie & Brad.

From practice. For practice.

Two experienced facilitators who bring complementary expertise: contemplative practice and corporate design thinking, emotional intelligence and productivity systems. Together they embody the Inner & Outer model in the room.



Sophie Bachmann

FOUNDER ZEN & GO

MSc Psychological Medicine (Distinction, London Met). Former Siemens Healthineers. 500+ hours of workshop experience across many industries. Certified mindfulness, meditation and yoga teacher. For many years part of senior executive development and women's leadership programmes.

LINKEDIN

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Brad Waters

INNOVATION & DESIGN THINKING

Brad helps teams navigate complexity with clarity, creativity, and a healthy dose of humanity. Over 15 years as an innovation consultant across healthcare, technology, government, and global organisations. Key Expert for human-centred innovation at Siemens Healthineers. Certified coach and meditation teacher. Passionate yoga teacher with an unhealthy enthusiasm for whiteboards, mountain trails, and difficult questions.

LINKEDIN

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Ready to explore? *Let's talk.*

Impulse Session · 3-Hour Workshop · Full Day · In-house · EN or DE

Co-facilitated by Sophie Bachmann + Brad Waters

Investment on request

Contact us for a proposal tailored to your format, team size and location.

WHAT'S INCLUDED IN EVERY FORMAT

- Pre-session intake call with the team lead (30 min)
- Co-facilitation by Sophie Bachmann and Brad Waters
- All tools practised live: participants leave with experience, not just knowledge
- Follow-up tool summary (reference card) for each participant
- Post-session reflection guide for team leads
- Optional: follow-on session 4–6 weeks later to review integration

BOOK DIRECTLY

Discovery Call

calendly.com/zenandgo/discovery-call

BY EMAIL

Send an inquiry

contact@zen-and-go.de