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Claire Gordon

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# EDITOR'S NOTE

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*Dear Reader,*

In 2020, I had this grand idea. It came to my awareness when I was contemplating a weekly newsletter, but here is the thing about me, I'm not particularly eager to conform. In true Tammy-style, I thought a magazine would be a great idea. There was no clear strategy behind the magazine, nor was there an understanding of what it'll take to run one. It just felt right. My intuition told me to flow with it and express myself through the creative process.

I quickly learned that this was bigger than one person. The realisation led me to grow the team, and it has been the biggest blessing and the overwhelming curse. It's obvious now, but at the time, my inner creative blinded me. Essentially, I was becoming a publication. That's a whole different industry from coaching. With its challenging moments, frustrations and confusion, I am celebrating two years of circulation.

The Yellow magazine has gone through an incredible journey. We started with a free magazine, zero readers, 1 team member, ten pages and two writers. Today, we are a magazine of 5 team members, 30 pages, three writers, one business guest, a regular guest blog, 2,000 people mailing list, and we now raise funds for Mind charity. It's a not for profit publication. How bloody amazing!

To celebrate, we've combined our best reads for the last two years in a 100-page magazine special. We've also printed several copies for local businesses to offer their clients in their waiting areas.

I want to thank my team for their hard work and creative sparks. You are everything to Go To Yellow. I want to thank the writers, especially Claire Berry, for her monthly blog. It's truly inspiring! And I'd like to thank the subscribers - your money goes to a better place. Too many people suffer from mental health, and I'm not OK with it. We have to work together to create a Yellow world, which starts with solving one of the world's biggest problems, mental health!

To another two incredible years! Cheers.



TAMMY WHALEN BLAKE  
**Editor-in-Chief**

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insights



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Our unrivalled breadth of content is carefully designed to provoke positive change – focusing on real-life stories, advice, and wisdom, with activities and tools to develop and actualise your dreams personally.

Embrace our dedication to helping people worldwide live a Yellow life; waking up inspired with eyes beaming, walking with a bounce in their step and massive joy in their hearts!

We can all do with that, even once in a while.

[1.gotoyellow.co.uk/access-yellowmagazine](https://www.gotoyellow.co.uk/access-yellowmagazine)

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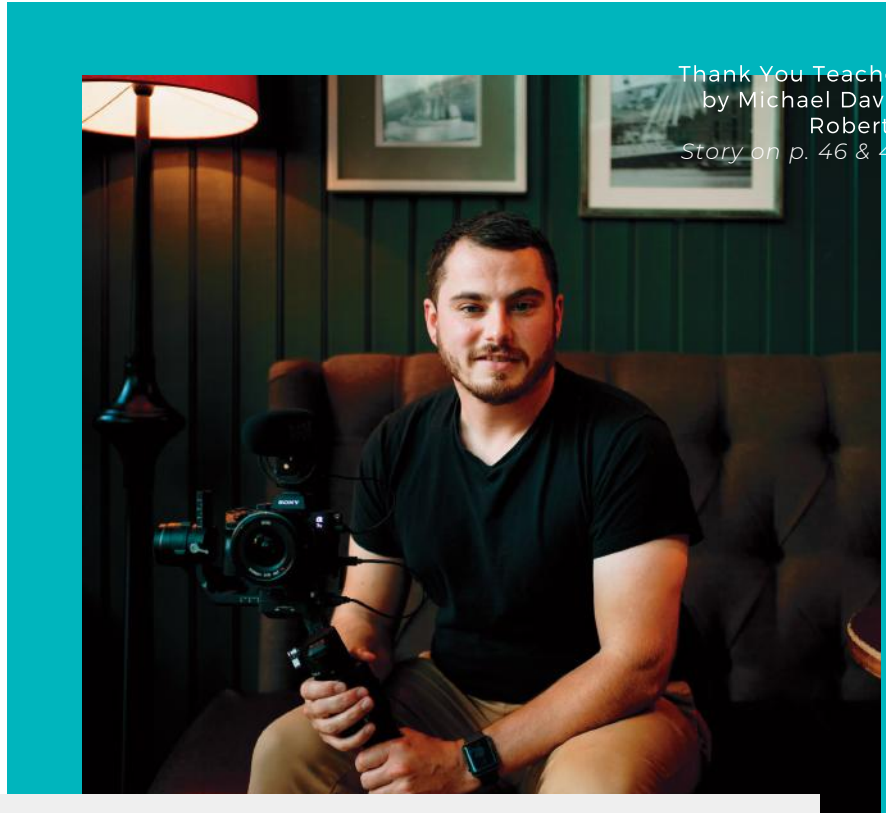
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# I PROVED THE CAREERS ADVISOR WRONG



*By Claire Gordon, Director of Chartsign Limited*

At 16 years of age (1998) and preparing for GCSEs, we were told to speak with the careers advisor. All my life, I had wanted to be a primary school teacher. It was all I had ever dreamt of. However, I knew it wouldn't be easy because I struggled at school. With my mum, I went to the careers advisor. The woman had never met me before, but she felt the need to tell me I would not get any GCSEs and I would not make a primary school teacher, let alone anything else.

## **How wrong was the advisor?**

**Listen to and believe the people that don't put you down!**

Mum and I left the meeting with Mum



fuming, telling me I would get the grades needed to continue to college. I revised so hard, and I walked away with 5 GCSEs, unfortunately not in science and maths, but I knew I would get there in the end.

I started my BTEC in Early Childhood Studies and joined evening classes, committed to getting the grades I needed. Whilst at college, I was diagnosed dyslexic, but I was adamant this was not going to stop me! Unfortunately, I still did not get grade Cs in maths and science GCSE, but I did achieve my BTEC.

**If you have a dream/goal work towards it, ask for help when and where you need it.**

Continuing with the evening classes, at college, I completed 2 AS levels. I then applied to university, but again I would need these GCSEs. I eventually left college with my BTEC, 2 AS levels and my maths GCSE.

University started, and yet again I was back at college evening classes for the first year. But I finally got my science GCSE – after 4 attempts, I finally had both GCSEs: B in maths, and C in science. Considering the careers advisor told me I would not get anything, I was now the proud owner of 7 GCSEs, 2 AS levels, a BTEC and now a BA (Hons).

**Never give up...if you want something bad enough you will get there!**



Then came my next fight. I decided not to continue to a PGCE – I needed a job, so I applied for a bank staff nursery nurse position. The woman interviewing me wasn't going to give me the position as I had no experience. I asked how was I meant to get experience when she wouldn't even give me a bank staff position? Funnily enough, she changed her mind, and I was off. Within months, I became deputy nursery manager, where I stayed until I found a new job.

I started working for Barnardo's as a project support worker – I LOVED this job, dreams of becoming a teacher a



Recruitment Practice in September 2020. Dad retired in August 2020, so I have now taken on the company with my business partner, and we are excited to see where we can go from here.

**I think I have proven the careers advisor (and any other doubters) wrong. Right?**



**'I STARTED MY CAREER IN THE CHILDCARE SECTOR, BUT NOW I RUN AN ESTABLISHED ELECTRICAL TECHNICAL PUBLICATIONS AND RECRUITMENT BUSINESS.'**  
CLAIRE GORDON

long-distance memory. I was relocated, still enjoying the job, but struggling to pay the fuel, and when relocation expenses stopped, finances felt tight.

In 2011, my dad offered me a job with him. It was something I had never done before. I was to create and review the electrical wiring diagrams he and his team designed. I became part of Dad's company, and 8 years later, I was back to education! We also recruit for the automotive industry, so I decided to complete a recruitment course to enable me to take the company to a new level.

I now have more letters after my name: I achieved my Certificate in



## Claire's Top 3 Steps

- 1** Listen to and believe the people that don't put you down!
- 2** If you have a dream/goal, work towards it, ask for help when and where you need it!
- 3** Never give up...if you want something bad enough, you will get there!

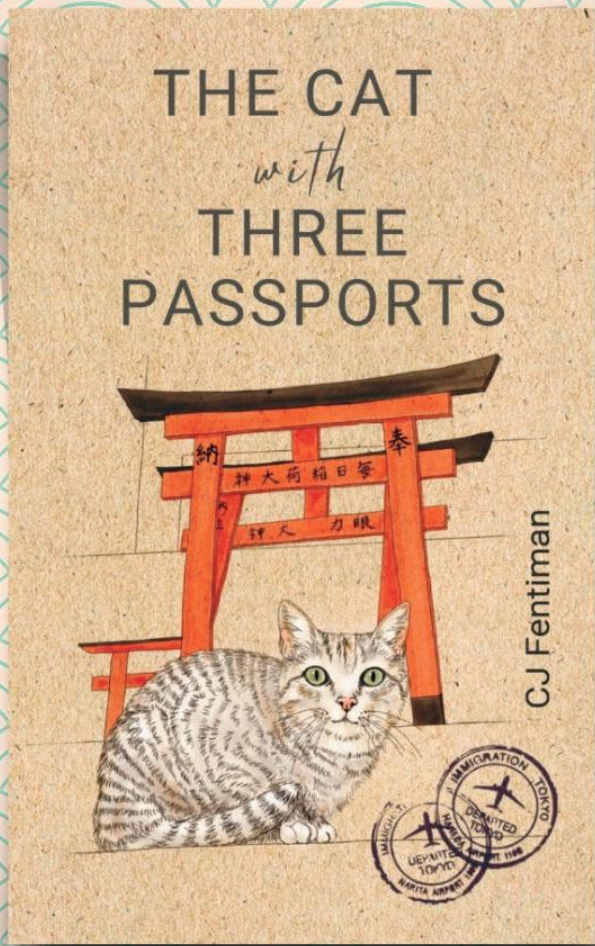
**Share your school experiences on our socials**

Get Involved



**We want to hear from you!** Did your teacher or trusted person tell you that you couldn't achieve your dreams?

Share an experience on your social media and quote "I proved them wrong" followed by #yellowinspiration



# Finding Your Purr-pose

By Carla Francis

Carla is the award-winning author behind a popular pet guidebook and blog, *Travelling with Pets*. Her latest book *The Cat with Three Passports* is available from Waterstones or Amazon.

Don't get caught in the trap of pleasing others, take the four-legged leap and do what you enjoy most.

Although getting paid for what you love might seem like an impossibility, taking the time to get to know yourself and what really makes you tick can help you find your true potential.

While some people are fortunate enough to know what they want to be from an early age, it might take a while for others to recognise their dream. I first discovered ikigai during my four years living in Japan, and finding that one thing that made me want to get up each morning helped

me to overcome life's challenges.

Living far from home gave me the opportunity to examine my life from a different perspective. For too long, I'd been dancing to other people's beat and not finding anything that made me truly happy. That all changed the day I met a homeless kitten who was to become my silver-striped muse. After being inspired to write about my feline's adventures, I set about contacting publishers and was lucky enough to find one that loved my idea. This success didn't happen overnight; it was a slow but enjoyable process because I combined my two





passions: pets and travel.

### Slow Tempo

The Japanese have an expression, Jo-ha-kyū, which means that all actions or efforts should 'begin slowly, speed up and then end swiftly' – essentially don't rush.

In today's hectic connected world of social media, automated chat and instant messenger, you could be forgiven for thinking that our careers should happen instantaneously, yet if you look at any person skilled in their craft, you'll realise it can take a lifetime to attain such skills – it's taking the right leap that's important. Since finding your purpose won't happen overnight and could take years to perfect, start small, go slow and be certain of one thing: ensure you love it.

Whether it's volunteering at the local animal rescue or serving tea for the homeless, being part of an environment where you feel comfortable is key, and it can help you discover what you're most suited to.

Since we are often influenced by what our friends and family think, we need to bear in mind that we are all unique and have our own path to follow. There's



little benefit in getting caught up in other people's dreams if they don't match our own.

### Sacred Spaces and Sacred Animals

Being aware of the impact of social media is necessary to avoid feelings of stress and anxiety, and to keep you focussed on your passion. If you constantly look externally rather than internally, you run the risk of not discovering who you truly are – endlessly comparing yourself to others on social media can bring about some unwanted emotions. But how can you stop the endless scrolling on your social media accounts?

American Psychologist Sherry Turkle talks of the need to 'create sacred spaces' in our homes, where our devices are not allowed, or perhaps allocating set times of the day when we use them. Since no one is immune to the lure of technology, we need to be mindful in how we use it.

Another way to reduce distractions from social media is to spend more time with animals. It's been well documented that animals can have a positive effect on mental and physical health. One study conducted by the Cats Protection suggests that more than nine out of ten cat owners (93.7%) believe owning a cat helps their mental health.

If you don't have your own pet, perhaps consider dog walking at a local shelter or fostering a dog or cat on a temporary basis. Of course, we all know that exercise is essential for well being, so having a dog means a lot more adventures!

Whatever it may be, you should only do something because you're passionate about it, and sometimes it pays off – you never know where it might lead.

*Want to hear more from Carla Francis? Then click on one topic for further advice from her.*

➔ How to Get Cats Accustomed to Travelling

➔ 8 Best Travel Spots in Australia to Explore with Your Dog

➔ 3 Ways To Chill Your Dog Out When Travelling

### WHAT IS IKIGAI?

If you are unfamiliar with the concept of ikigai, it's about having a purpose or direction in life, one which can provide a sense of satisfaction and a sense of meaning. Similar to Logotherapy, a form of psychotherapy orientated around finding meaning in one's existence, ikigai offers a way to transform your life.

As described in Ken Mogi's The Little Book of Ikigai, "iki" comes from the Japanese "live" and "gai" meaning "reason". Although it could be easily misconstrued as a method to set goals and achieve targets, ikigai is actually more to do with combining what you love with what the world needs, and what you can be paid for.



SOURCE: DREAMSTIME

# WHAT IS SELF AWARENESS?

by Andrew Jackson

**Have you ever found yourself in the company of someone you don't like or in a job you hate?** Have you ever felt confused or uncertain about what you should be doing with your life or perhaps a particular part of it? This is where the whole concept of Self Awareness comes in - where you become more familiar with the fundamental aspects of being You and start to understand the kind of person you are and how you want to live your life.

Developing self-awareness is not something that will happen overnight. When you start to feel comfortable with yourself and what you are all about, you'll realise that personal development is a lifelong endeavour. However, you should embrace it because as things change – and they always do – you will be able to adapt and apply yourself to different situations with clarity and confidence; relationships will build new dimensions and find meaning and purpose in your life.

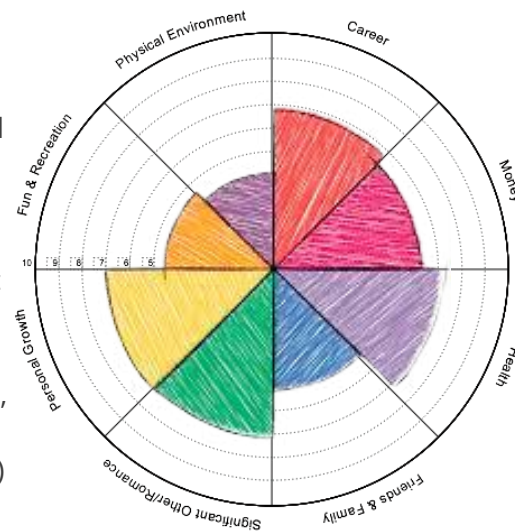
In simple terms, developing self-awareness boils down to clarifying two questions: Who am I? and What do I want?

## Who Am I

This is all about having clarity of identity and understanding the type of person you are in terms of personality, attitudes, values, preferences, likes and dislikes, strengths and weaknesses. Developing awareness of this helps identify the kinds of people, communities, and activities we are motivated to engage with and those we don't find meaningful or enjoy.

## What Do I Want

This is being aware of the various areas of your life and the best, most ideal outcome you would like in each situation. It's being confident and knowing what you want in a partner, career, social life, financial health, and contribution to your community. The Wheel of Life is the classic tool that can graphically represent your evaluation of what you would ideally like to experience in each area (Personal Relationships, Work/Career, Financial, Health, etc) and then offers an opportunity to rate (on a scale of 1-10) how well you feel you are doing on each 'spoke' of the wheel.





**Feedback** Another person's perspective is always valuable as you get to hear their experience of you; what they think, and how you make them feel. Sometimes uncomfortable – always valuable, especially with those you trust to give you honest, warts-and-all feedback.

**Work with a Coach** A good coach will be skilled in asking the kind of questions that help raise your awareness of specific areas of your life. They are often specialised in their practice, so look for a Life or Performance Coach as they should be more familiar with the areas you will be looking to explore.

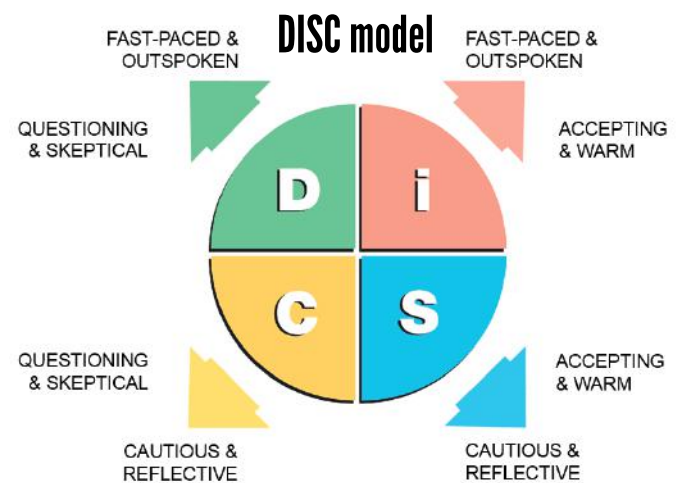
You don't have to launch yourself into all of the above right off the bat. Start with one thing. Maybe it's finding 5 mins to simply sit and think about one aspect of your character or a part of your life. Or perhaps you can take an assessment that will report on how you work best with other people.

### Taking Action

Building self-awareness is not a complicated task, but it does require time and commitment. Here are four things you could do

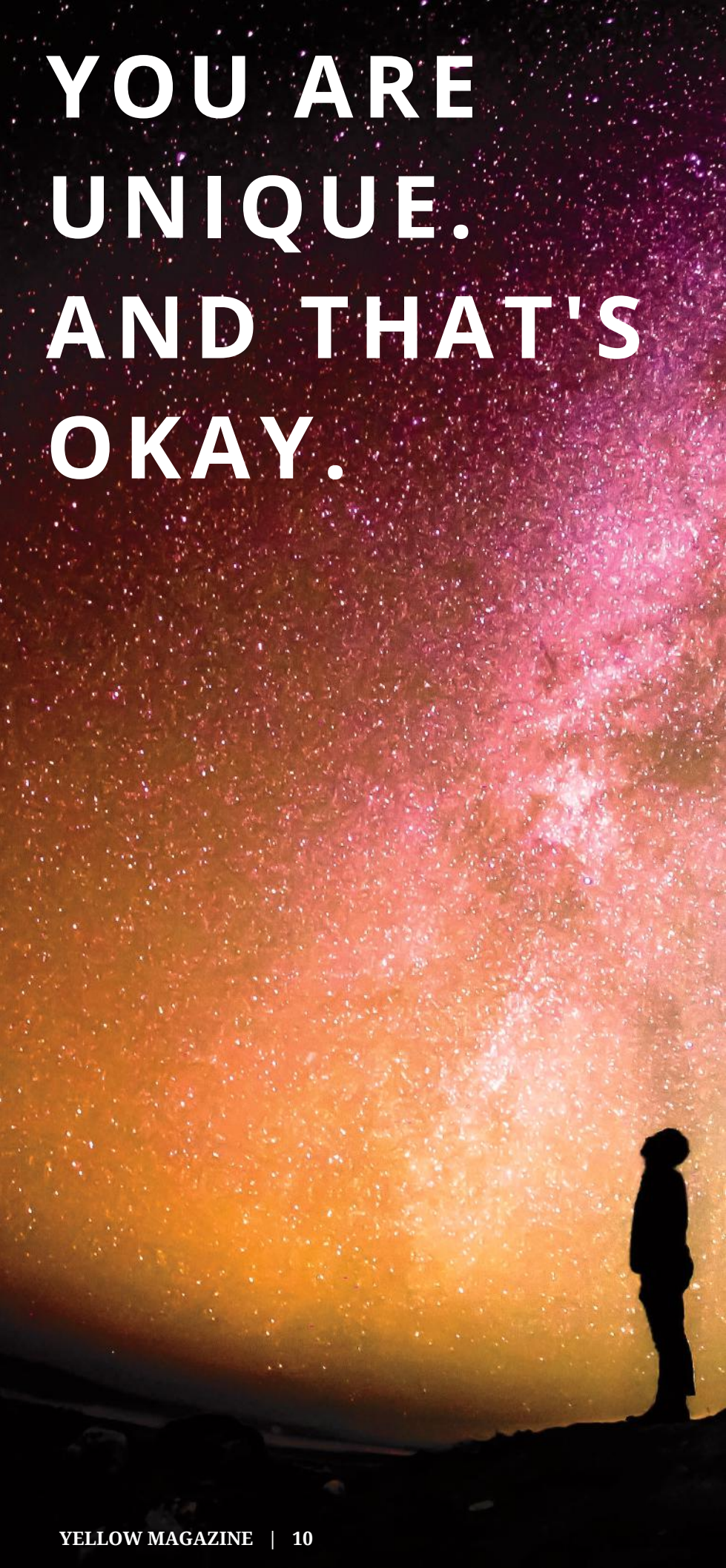
**Reflection** Perhaps the simplest activity is to regularly take time to think about your day, the things that happened and the nature of your engagement. The successes - what went well; the things that didn't turn out quite as expected; the things you enjoyed ... and didn't. This activity will, over time, help build a picture of the things you find meaningful and fulfilling as well as the situations, activities & people you find difficult to engage with.

**Psychometrics** There are a wide variety of assessments that help identify personality, preferred behaviour, emotional intelligence, etc. All have their perspective and value, and there are several free options available, although the most thorough and detailed will require to be paid for. In addition to the Wheel of Life mentioned previously, other tools will help identify working preferences and the kind of activities you find meaningful and fulfilling. I recently came across an assessment from The Table Group (Patrick Lencioni) that helps people understand their Working Genius and the 'Joy' they find in the work environment.



**In many ways, it doesn't matter what you do – just do something – and commit to doing something regularly.**

Developing Self-Awareness is a lifelong endeavour that will help you understand who you are, your purpose, and the kind of meaningful activities and relationships. It's the key to a happy, healthy and fulfilling life as you become increasingly confident in yourself and how you can impact positively on the situations and events you encounter as you navigate throughout your life.



**YOU ARE  
UNIQUE.  
AND THAT'S  
OKAY.**

**WHAT IF THE PATH TO YOUR  
MOST FULFILLING LIFE HAS  
ALREADY BEEN WRITTEN BY  
THE UNIVERSE?**

---

And all you needed to do was to stop resisting and accept it? We all have been born with a unique purpose that only we can fulfil.

I was a suppressed saleswoman for a long time. The senior male decision-makers would ask my male counterparts for advice and solutions rather than me. In the end, I adopted a masculine approach to get noticed. I felt like I couldn't bring my unique self to a meeting, a negotiation or even at socials. If I wanted authority, I had to dress like a businesswoman, speak logically and directly, brush up my knowledge on cars and Rolex watches, and laugh at the sexual innuendos.

Just to be accepted.

I became conditioned to being this person and justifying it as normal. I couldn't see its impact on my uniqueness and finding my superpowers. Had I realised the only block in my way was me, I would have done things differently. After taking time to rebrand who I am today, I now embrace and leverage my uniqueness. Not only do I have my own thriving business with a purposeful mission, but I also feel alive by being my true self.

The Universe is leaving you clues. Look closely, and you will see it is constantly working for you to realise your unique purpose. Resisting it only causes despair, feeling so profoundly dissatisfied with life and following the tracks of others.

What clues have you noticed? Have you discovered your uniqueness yet?

*Tammy Whalen Blake*

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# LETTING MY PASSIONS LEAD ME

by Jess Sterry

Is this everything I could be doing with my life? At 22 I thought, is this it? Turns out it was just the beginning. Fast forward 2 years and I have finished a foundation year, completed a summer internship and started my dream course full time at UWE Bristol.

I thought I was stuck, forced to repeat the same day with my brain slowly becoming mush due to a lack of stimulus or challenge. But, with one global pandemic and lots more time on

my hands I felt free to be creative, able to do all the things I had wanted to do. This injection of creativity sparked an application to UWE to study photography full time and the change in my life that I had been searching for.

I finished my foundation year with three firsts and one 2:1. I did that, through all my worry and anxiety I achieved something I never thought possible. What else could I do? At this time the possibility of completing a

**"Is this everything I could be doing with my life?"**

# "I gained self confidence in my abilities, in my knowledge and ideas"

summer internship presented itself, an opportunity to work in the industry I love, get paid and gain experience all wrapped up in one. I applied to two marketing internships, completed two interviews and had two offers. Then, I met Tammy.

During my second interview for Service Robotics Ltd I had the chance to meet Tammy, the newly hired marketing executive that I would be working with/under. From that meeting I knew I could learn and experience so much from the internship that I accepted the offer that night. Little did I know just

how much I would get from the 16 weeks.

By the end of the first month of my internship I had been shown, involved with, and experienced different strategies, collaborations and opportunities to use my own voice. In a team that valued my input and ideas. Tammy had given me chances to fail too, opportunities to put an idea forward that may not work as planned but provide a learning opportunity and teach me at every step of the way.

I started the 16 weeks expecting to do more of what I knew already and add another line of experience to my CV. Instead, I learned to work as part of a team, collaborate with, not just likeminded, creative people but with those that think differently and most importantly I gained self confidence in my abilities, in my knowledge and ideas. For the first time ever, I was able to confidently present ideas to Tammy without a fear of being mocked, silenced or simply told no.

Now I am back at UWE starting year one studying marketing. Not only did I finish the internship feeling like a completely new person, but I felt confident enough in my abilities that I switched to a course that just a year before I felt too stupid complete. If I could pass on any advice to anyone thinking of changing career paths or studying something completely new it would have to simply be my favourite quote from A Cinderella Story; Feel the fear and do it anyway.

The time is going to pass by regardless, either you can be making improvements and pushing yourself forward or you could find yourself stuck in the same place, repeating the same day, month and year that you've done before.

What's stopping you?



# HOW TO BETTER MANAGE YOUR DAY WHEN WORKING FLEXIBLY...

**If you want to better manage your day when working flexibly, there is really only one very simple thing you need to do...spend less time working!**

Not what you were expecting? Well, hear me out, and I'll explain why.

Cast your mind back to the beginning of the pandemic when you were asked to work from home? Did you notice your productivity shoot-up overnight, like someone had flicked a switch?

You probably got up at the same time as usual and commuted to your office. However, your office was probably within a few feet of where you woke up, so your commute was MUCH shorter, and you probably worked the extra time you gained. And the same thing probably happened at the other end of the day, too, so it's hardly surprising you got more done.

Did you continue to turn out work at an unprecedented rate, or did you start to run out of steam after a few weeks?

Perhaps you started to miss out on your exercise, then maybe you started finishing work earlier and earlier until, eventually, you had to take a day off in the middle of the week because you'd simply run out of head-space to work. What was going on?

You were burning out!

Before lockdown, you were out of the house as much, but you weren't getting burned-out then, so what was really happening? The only difference between pre- and post-lockdown was the time you spent commuting, walking to meetings, meeting people for coffee and interruptions.

Believe it or not, those differences gave you an opportunity for 'mental rest' during your working day, something that has been removed since lockdown.







Parkinson's Law says

***Work will expand so as to fill the time available for its completion' and that's what was happening before lockdown, and it's what happened since lockdown.***

I decided to turn things on their head and created an alternative to Parkinson's Law, 'Reduce the amount of time available for work to expedite its completion'. Now there's obviously a limit to this. You can't expect to allocate five minutes to an hour-long tasks but surely there was a middle ground?

I created the Foundation Week, a skeleton of tasks including breakfast, morning and

afternoon breaks, midday exercise, lunch and a dog walk at the end of the day to signal when it was time to stop. They would reduce the time I had for work. It was an experiment, but I knew I had the flexibility to change it if it didn't work.

But it DID work! I got as much – if not more – work done in less time. The gaps I gave myself for work were smaller and I remained more focussed. And the 90-minute break in the middle of the day, containing exercise and lunch, actually gave me more energy for my work in the afternoon.

So, if you want to get more done and feel better for it, spend less time working.

If you want to 'have a life', simply plan one first.

**Paul Holbrook**  
*The Diary Detox*

## **BUY THE BOOK**

***What are you doing?: The uncomfortable truth about how you WASTE time at work.***



**ORDER NOW**



# ANXIETY IS IN US ALL

*but could anxiety be your growth motivator?*

Whether we want to or not, anxiety appears in our lives more frequently than expected. The main difference is that nowadays, more people are open to speaking about it than they used to.

*How come?*

Because if we want to be completely honest, we receive information 24/7. We see numerous ads while going through the city streets, and we are constantly getting social media data (which could be real or fake) in every app we use.

No wonder we get stressed, and sometimes our anxiety levels go off the chart. It's too much for our minds to receive and process, whether it is beneficial or not for myself.

## What is anxiety?

Anxiety is the natural body "fight-or-flight" response to anticipate any future events when sensed as a threat or danger. It's a feeling of fear or uneasiness before these stressful or unfamiliar situations that keep us alert and aware.

Living in stressful societies, even "small" things like work deadlines, family struggles, or even money problems can trigger our anxiety response. But, everything has limits, and anxiety levels that go off the charts can become a disorder, making us feel debilitated.

How can you tell if you're anxious? Your body might react with sweat, elevated heart rate, muscle tension, and shortness of breath. It's normal to feel anxiety when we need to get to work on time or to help us with the final study rush for a test.

But, if the anxious feeling turns into something excessive and out of control, you might be suffering from an anxiety disorder, so it's recommended to contact a professional. There's no reason to let anxiety take over your life, so don't be ashamed to ask for help.

In a recent YouTube video on anxiety and intuition I watched, the main highlight was to keep our minds at ease with comforting and strengthening words like:



**Mariana Espejo is an excellent person with many tools in her belt from her experience both personal and professional.**

**It can be hard to get the product or service running, contact your business partners, get a hold of suppliers, the behind the scenes part your customers don't see. However, Mariana's has learnt a number of tricks to get through these doors.**

By Mariana Espejo



***Everything is okay.  
Whatever arises I can  
respond to well, I can handle  
this.***

***Everything is okay, I'm okay.  
Everything will be okay, and  
whatever I'm challenged  
with I will also be able to  
handle.***

And this is only one way out of the million coping techniques to face anxiety; these are my top 5 go-to tools:

### **Avoid long queues**

Queues are everywhere, getting on the sub, purchasing a chocolate bar, you even need to get at the end of the row to buy your fast food meal. My personal worst is the security checkpoint when travelling by plane. It's full of stressed people running late, anxious (the good and bad kind) to get to their destination, and you get to stay stuck in queue with them.

If you find more than one security checkpoint at the airport, choose the one with fewer people, and you'll feel less anxious. What might also help is creating an invisible barrier that protects you from the negative vibes of the other travellers.

### **Breathe**

Don't we breathe all the time? Technically yes. But sometimes, we're so jammed up in our daily activities that our body is breathing by default – you're not really breathing. When you're anxious and need to slow down, take deep breaths.

Inhale for a count of 4, hold the breath for 7, and exhale for 8. Repeat for 3 rounds or more. You need your breathing rate to slow down to feel calm.

### **Listen to music**

Each kind of music can pump us up or calm us down. Keep a list of your favourite soothing tunes on your phone or some meditation audios that can help you ease during anxious times.

### **Write It Down**

Even if you don't consider yourself much of a

writer, scribbling down our thoughts when we're going through an anxiety moment can ease our minds and help us slow down. If you don't feel comfortable writing your thoughts and feelings down, maybe you'd rather text a friend about the situation, and they can help you go through the moment.

### **The 3-3-3 rule**

The 3-3-3 rule works for any anxiety or overthinking moment, a way to pause and ground yourself.

Look around you and name 3 things you see. Then identify 3 things you can hear around you. Finally, move 3 parts of your body: your legs, arm, and fingers.

### **You're not alone**

You might be living with some anxiety here and



there, or maybe you have an anxiety disorder. Know that you're not alone and don't have to go through the process alone.

You might ask which coping technique will work best for you or when the anxiety will stop. I suggest you try them all and see which fits best the circumstances and your anxiety sensations. And when will it stop? It's a work in progress but acknowledging it and asking for help is a significant step to not letting it reign over your life and becoming a more resilient and strong person. There will be a time when you feel entirely confident and survive the anxiety wave when it comes.



Being yourself in a way that honours your clients

# PROFESSIONAL AUTHENTICITY

BY MARINA HAUER

## [NOUN] THE QUALITY OF BEING GENUINE

*In my line of work, not a week goes by I don't talk to someone about authenticity. It's one of those great buzzwords in business right now. Everybody wants to see it. Everybody wants to build their brand around it.*

*We're all looking for that space where we're 100% loved and accepted for who we are. Where we can be raw and real and vulnerable without fear of judgement. I totally get that because I too look for those spaces. To want to bring that into the work environment is only natural.*



*Unfortunately (and somewhat ironically, given how prevalent the topic is), I don't think the business world is that space. At least, not all the time. We'll never be 100% authentic – simply because our clients don't want us to be.*

*When we promise them something, they expect us to deliver for THEM. They're paying us to solve their problem, not so we can realise our own ambitions and satisfy our own desires. We know this. That's why we don't turn up in sweatpants even when we really want to. Nor do we cancel meetings because we doubt ourselves that day.*

*When we're talking about being authentic in business, we're talking about a curated version of ourselves. One that is as close as possible to the real us, but leaves out the bits that don't serve our relationships with our clients, those that would alienate instead of attracting. Where that line is, is different for all of us.*

*It's not full-disclosure authenticity. It's professional authenticity.*

*Working with my clients on discovering that line without compromising their identity or their values is my greatest privilege. It enables us to*

## MEET MARINA

*After a decade in design and design education, Marina founded her brand development consultancy, Apricity Studio, in 2016. Part designer, part social scientist and 100% people person, Marina believes every business is unique and deserves to be seen.*

*She works with purpose-driven servicepreneurs and organisations, drawing together their various identity and personality strands and weaving them into the fabric of connection. Because if brands don't connect, they're really not much good, are they?*





*design and build brands that are power outfits instead of masks, to create business identities that carry meaning and personality and individuality and, above all, a hearty dose of humanity.*

*At the core of our desire for authenticity is the search for connection. And I absolutely agree it's important to allow ourselves to be seen from different angles. Connections are built on openness and trust, and to have that, we need to share things about ourselves. But as with personal relationships, there are different trust levels to our various business relationships. Everybody might know you're a total sucker for banoffee pie, but not everybody will know about your child's chronic condition.*

*Building a successful, professionally authentic brand is not about sharing everything. It's about knowing what benefits your client relationships and what to leave out. That's not to say you can't challenge expectations or push the boundaries. Yes, bring personality. Yes, bring unapologetic passion. If you love it, who cares if it's weird.*

*There's a middle path between oversharing (which is selfish) and overcurating (which ends up editing out all the interesting bits).*

**The balance is yours to find, but it's important to remember that curating your public image does not go against the concept of authenticity.**

*It's not if you're in tune with yourself, your clients and the kind of relationship they expect from you.*

*And if a situation calls for it, you can always go deeper.*



“

Life shrinks or  
expands in  
proportion to  
one's courage.

---

ANÄIS NIN

# THE WOMAN BEHIND THE YELLOW METHOD

HOW DID GO TO YELLOW BEGIN?



My life has not always been amazing. I developed these Yellow Tools to take myself from a basic lifestyle to living with high energy and a determination to succeed as an entrepreneur, a dedicated life partner, world travelling enthusiast and an owner of a strong and high-performing body. I'm happy and purposeful now and you might think that I have always had it all figured out but it hasn't always been like this!

As a teenager, I lived in a toxic environment, although I didn't realise that at the time. My Mother was demanding and had high expectations which she did not communicate, and she was incredibly disorganised. This left me feeling stressed in the midst of chaos. Guilty for being a child wanting to do child-like things, and lacking confidence and self-belief, constantly trying to second guess what was wanted from me. Whatever I did was wrong, and I thought like that for a very long time. A lack of confidence and negative thinking became my

**SELF-CARE IS NOT A WASTE OF TIME; SELF-CARE MAKES YOUR USE OF TIME MORE SUSTAINABLE**

norm until my heart was broken for the 3rd time and I knew something had to change.

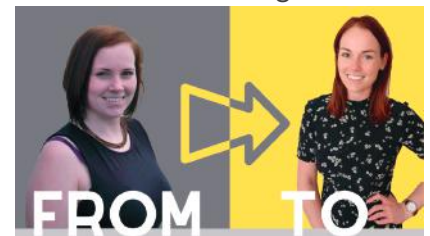
By working on myself, I realised that I lacked self-belief. I was investing all my energy and time in endless tasks that kept me from achieving my big goals because I could not say no to the demands of others.

However, I soon realised I did NOT have it all figured out with this one fix. There were more lessons coming my way. Along came my enemy ... Self-Sabotage...

Within 6 months I had gained 14lbs; food had become a comfort. Sugar cravings left me low on energy and unmotivated and sleep was hard to come by because I was overthinking everything.

I finally realised that toxic people attract more toxicity into their lives. Toxic people attract toxic working environments, relationships, even passing on the bad energy to loved ones!

This left me with two options; remain stuck or change.



So I changed and went from being one of the many grey people in today's world to becoming a yellow person. **I am now fearless and empowered.**

Using the YELLOW method allowed me to achieve more than ever before, quicker and more effectively.

After reflecting on my journey, I realised that I had given myself some powerful tools for positive change. I decided that they needed to be recognised and so my Yellow Tools were born, leading to the conception of 'Go to Yellow'. I knew that there were so many others that would also benefit from my system.

The feeling of watching high-achiever realise their desired life fuels my soul, and is the reason I wake up with eyes beaming and excited for the day.

## Personal Development Check Out List of Events for 2022

June  
**01**

### Women Empowering Women Online Networking

Women Empowering Women Now is a monthly online networking group. Our goal is to support, educate, and empower women to connect, create, and collaborate to live their BEST LIFE NOW!

LEARN MORE >

June  
**08**

### Awaken the Healing Power Within Your Body, Mind and Spirit

Teaching people how to show up more fully is a part of my work. Teaching them how to actually heal and move forward is my practice's specialty. "If you give a person a fish you have fed them for a day, if you teach them to fish, they can feed themselves for a lifetime."

LEARN MORE >

June  
**20**

### Change Your Mind. Change Your Life.

The way you look at life, your role in it and your desire to have and become more... is all about to change. It's time to answer the question why you're here and stop the longing in your heart to have all life has to offer, and stop wondering about how you could possibly achieve it.

LEARN MORE >

June  
**24**

### "Get Organized with ADHD" Support Group

This is an informal group focused on sharing solutions to common challenges faced by People with ADHD.

LEARN MORE >

For More Resources:  
[www.gotoyellow.co.uk](http://www.gotoyellow.co.uk)



## DID YOU KNOW?

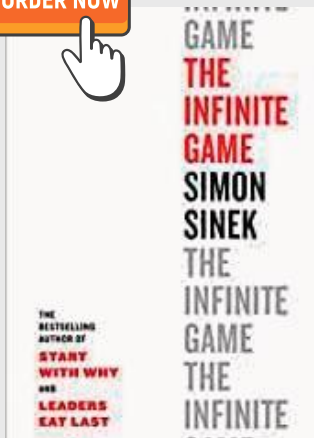
Happiness has also been linked to several positive and highly beneficial health habits, that promote a greater sense of wellbeing. This includes eating a healthier diet (Dubois et al, 2012), engaging in more physical activity (Sapranaviciute-Zabazlajeva et al, 2017), and overcome poor sleeping habits (Steptoe et al, 2008).

SOURCE: POSITIVE PSYCHOLOGY  
[WWW.POSITIVEPSYCHOLOGY.COM](http://WWW.POSITIVEPSYCHOLOGY.COM)



ORDER NOW

ORDER NOW



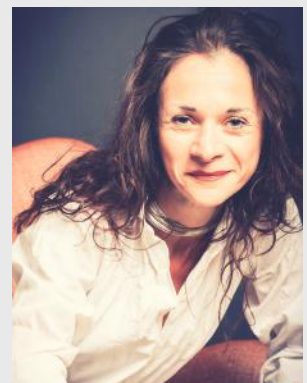
## Bernadette Bruckner's Recommendation

*The Infinite Game By Simon Sinek*

How do you play your game in business and life? Since I make everything I create and implement bigger than I am, I always thought that maybe I was crazy! Since Simon Sinek's book, I know I'm not. Interested in many strategy personalities to learn from, I have received confirmation with this book that finite games, thought short-sightedly, can

destroy much that we don't have with infinite games. However, what is infinite games? Exactly this question with many examples is explained in what for me is the most brilliant book.

THE MUST-book of the year for entrepreneurs, strategists, politicians, students, and everyone who wants to make a lasting difference. For me, the best book I have ever read! Should be in every university library and compulsory literature for business courses!





# WHAT IS YOUR ENERGY TYPE?

## BEARS



- 50% of the people are bears.
- The normal workday schedule suits them.
- Outgoing and friendly, cautious and open-minded. Easy to talk to and tend to avoid conflicts.
- Not adventurous and take comfort in the familiar.
- Prioritise happiness both for themselves and their close ones.
- Get up at 7 a.m. and go to bed at 11 p.m.
- Most productive during the late part of the morning and most alert between mid-morning and late afternoon.
- Deadlines drive them to sleep deprivation.

We would love to hear your energy boosting tips or ideal routine with [#yellowinspiration](#)

- 15-20% of the people.
- Morning hunters and have a medium sleep drive.
- Don't need alarms to wake up in the morning.
- While it's still dark outside.
- They are get-to-the-top overachievers and tacticians.
- Stable and practical people.
- Prioritise their health and fitness.
- Most productive in the early morning, and most alert at noon.
- By early evening, they are too tired to do anything but go to sleep.

**"Your energy is your currency. Spend it wisely"**

## DOLPHINS



- Very light sleepers.
- Sleep only with one-half of their brains; the other one is anxious about what kind of predators tomorrow may bring.
- 10% of the population.
- Are introverted insomniacs.
- Very intelligent and strive for perfection.
- Obsessive-compulsive disorders and neuroticism.
- Most alert late at night.
- Most productive at different times of the day, in spurts.
- Difficult for them to keep a regular schedule.

## LIONS



- 15-20% of people.
- Medium sleep drive.
- No a single alarm.
- Must have coffee.
- Moody pessimists.
- Creative individuals.
- Impulsive and adventurous but tend to overdramatise.
- React with emotional intensity.
- Prioritise pleasure before all.
- Work in the morning.
- They are most alert sometime around 7 p.m.
- Most productive late at night.

## WOLVES



# SUCCESS

## talks



PODCAST BY:  
TAMMY WHALEN-BLAKE

LISTEN ON 

Listen on   

OR WATCH THE PODCAST ON 

go to yellow

**SUCCESS** Talks

EPISODE #003

**LAUGHTER MAN**

WITH PETE CANN

LISTEN NOW

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**SUCCESS** Talks

EPISODE #004

**HOME ORGANISING**

WITH POPPY DUFFREE

LISTEN NOW

go to yellow

**SUCCESS** Talks

EPISODE #005

**SELF-CARE**

WITH HELEN PINKETT

LISTEN NOW

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**SUCCESS** Talks

EPISODE #006

**AFFIRMATIONS**

WITH FIONA POWLEY

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EPISODE #007

**VICTIM TO SURVIVOR**

WITH KIM SMIT

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**SUCCESS** Talks

EPISODE #008

**POSTURE IMPACTS SUCCESS**

WITH KARIM SAMANI

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**SUCCESS** Talks

EPISODE #009

**VIDEO CONFIDENCE**

WITH JACK COOKE

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EPISODE #010

**FIND YOUR PASSION**

WITH JERRY BIGNELL

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**SUCCESS** Talks

EPISODE #011

**ACCOUNTABILITY**

WITH NIKI MATYIASIK

LISTEN NOW

go to yellow

**SUCCESS** Talks

EPISODE #012

**STILLNESS**

WITH ANDRES ROBERTS

LISTEN NOW

go to yellow

**SUCCESS** Talks

EPISODE #013

**ADHD & DYSLEXIA**

WITH MICHAEL DAVID ROBERTS

LISTEN NOW

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**SUCCESS** Talks

EPISODE #014

**TRAVEL HEALING**

WITH JACKIE ROBY

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**SUCCESS** Talks

EPISODE #015

**RESILIENCE IN CRISIS**

WITH BERNADETTE BRUCKNER

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EPISODE #016

**"I CAN DO THAT"**

WITH IAN, TIM & BILLY BOG BRUSH

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**SUCCESS** Talks

EPISODE #017

**SELF-AWARENESS**

WITH ANDREW JACKSON

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**SUCCESS** Talks

EPISODE #018

**AUTHENTICITY**

WITH MARINA HAUER

LISTEN NOW

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**SUCCESS** Talks

EPISODE #019

**RELIGIOUS BENEFITS**

WITH IAN CAMPBELL

LISTEN NOW

go to yellow

**SUCCESS** Talks

EPISODE #020

**PERSEVERANCE**

WITH CLAIRE GORDON

LISTEN NOW

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**SUCCESS** Talks

EPISODE #021

**SEXUAL ENERGY**

WITH DAVONTE SHEARD

LISTEN NOW

LISTEN TO THE PODCAST ON THESE PLATFORMS



Guest expert  
**Davonte Sheard**



# SEXUAL ENERGY

*your greatest currency*

By Davonte Sheard

Everything you see around you was created with your sexual energy. You attracted it into your life's experience via your sexual programming. Whatever you deem will make you more sexually attractive, is what you gravitate towards.

## **This society is built upon the energy of Sex**

This is why every ad, commercial, advertisement, even this website is designed to be attractive. The more sexual energy something contains the more attractive it is perceived to be.

Thus when we seek to attract the attention of others, we spend our money on the sexiest items. Everything around you is constantly trying to attract your attention. It's trying to arouse you so that you take some particular action.

Whether the action is to buy an item, join a business, or even commit to a relationship. Your root chakra determines your physical actions thus the more sexy something is perceived, The greater the chances that it will cause you to take a PHYSICAL ACTION.

No, one desires to even have the physical



action of sex unless they perceive it as sexy.

So if you want to be a magnet for all your desires, you must learn to master your sexual energy. Your sexual energy will attract what it is deeply programmed to attract at the deepest level. If it is trapped in the Root-Chakra, it will attract toxicity,

The Earth is a lower-self obstacle course because it vibrates densely in the 3rd Dimension. Thus it will be filled with Lower-Self(Flesh) temptations and addictions to try to drain your sexual energy. If you can master yourself and your sexual energy, you will become an ascended master. You will then be able to live into higher forms and dimensions of

---

***The function of the chakras is to spin and draw in this energy to keep the spiritual, mental, emotional and physical health of the body in balance.***

---

traumas and struggles because this is the densest layer of existence. If it is liberated into the Crown-Chakra, it will attract Divine Partnerships and Ideas. Miracles will fall at your feet in a synchronised fashion.

The God within you will become fully activated and your life will blossom into its highest potential.

existence. The knowledge of how to reprogram your sexual energy has been hidden from the masses. Because it is perhaps the greatest knowledge you can obtain on the earth realm.

Once equipped with this knowledge you will literally be able to change the codes of the Living Matrix. No longer will you be pulled to and from by your lower



desires and lust, you will be fully aligned with spirit in all your decisions. One must first learn to sexually detox from all the past encounters that are still draining your sexual energy.

- Then one must build their sexual energy via sexual regeneration.
- Then one must transmute this sexual energy up the spine into the crown chakra
- After this, the sky isn't even the Limit!

**YOU DESERVE TO LIVE AN ORGASMIC LIFE OF ALIGNMENT!!!**

**YOU DESERVE TO HAVE YOUR DESIRES CHASE YOU DOWN!!!**

**YOU DESERVE TO BECOME THE HIGHEST VERSION OF YOURSELF!!!!**

All is Well, All is One, All is Love  
Your Angel, Davonte

---

***Davonte Sheard is a Forex Mentor, Spiritual Guide, and Sexual Alchemy Coach. After his spiritual awakening in 2016, He downloaded during deep meditation a system called "God's Strategy" which combines all these into one to help individuals achieve their greatest potential by obtaining both material and spiritual wealth.***

## GRATITUDE LETTER

Send us your gratitude letters for future editions. We'd be delighted to share them! **Send to** [magazine@gotoyellow.co.uk](mailto:magazine@gotoyellow.co.uk)





# 7 Day Gratitude Challenge

**01** Journal 3 things you're grateful for



**02** Make a list of your accomplishments



**03** Celebrate how far you've come



**04** Open the door for someone



**05** Don't complain for the day



**06** Donate unused clothing



**07** Text 5 friends with a thank you message



WE WON'T GIVE UP UNTIL EVERYONE  
EXPERIENCING A MENTAL HEALTH  
PROBLEM GETS SUPPORT AND RESPECT.

“MIND'S  
INFORMATION  
GAVE ME  
HOPE”



THE PANDEMIC HAS LEFT MILLIONS  
OF US WITH TRAUMA. WE'VE GOT  
TO ACT BUT WE NEED YOUR HELP.

**DONATE TODAY**



HEALTH | PRODUCTIVITY | SELF LOVE | LEARNING

# LIFESTYLE



You only live once, but if you do it right, once is enough.

# YOUR NOT-TO-DO LIST

Much more important than a to-do list is a "not-to-do list." What actions and things are you spending time on that don't serve for growth, higher income, empowerment, God, your family or a more significant future? Discover what they are and take the next step to either automate, delegate, or eliminate them.

List the actions that you spend time on

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Circle one of the following for each

- |  |                                |                                 |
|--|--------------------------------|---------------------------------|
| 1. <input checked="" type="radio"/> Automate | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |
| 2. <input type="radio"/> Automate            | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |
| 3. <input type="radio"/> Automate            | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |
| 4. <input type="radio"/> Automate            | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |
| 5. <input type="radio"/> Automate            | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |
| 6. <input type="radio"/> Automate            | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |
| 7. <input type="radio"/> Automate            | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |
| 8. <input type="radio"/> Automate            | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |
| 9. <input type="radio"/> Automate            | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |
| 10. <input type="radio"/> Automate           | <input type="radio"/> Delegate | <input type="radio"/> Eliminate |

What are the top 3 actions that move me closer to success?

What are the top 3 things I must eliminate?



# 01

## Italian salad

You will never make a more gorgeous side salad than this stunner right here. It's so simple, but so absolutely delicious and completely craveable. If you've just discovered this Italian salad recipe for the first time, congratulations! You've finally found that perfect simple house salad to accompany all your Italian pasta, chicken or fish dinners!

*The  
best salad*



# 02

## Paprika with pumpkin salad

This dish has a Middle Eastern feel to it; a cuisine close to James's heart as he grew up in the UAE. Wootton White is an English Greek style sheep's cheese and can be substituted with feta.



# 03

## Berry spinach quinoa salad

Healthy Berry Spinach Quinoa Salad is a perfect spring and summer salad filled with fresh strawberries, blueberries, and blackberries tossed with a delicious lip smacking orange dressing!

# Travel can heal

---

Healing travel is designed for emotional and physical healing. The ultimate goal is to heal your soul. The most important things to pack are the intention of being open to receiving support and the willingness to go deeper within.



**THROUGH INSPIRED EYES**  
**TRAVEL CAN HEAL**

**BY JACKIE ROBY**

# SUPPLEMENTS FOR PERFORMANCE

1



## HIGH STRENGTH VITAMIN B COMPLEX

The B vitamins have a long list of functions, including maintaining heart health, supporting mental performance and psychological function, as well as combating tiredness and fatigue and helping us to convert the food we consume into energy.

2



## SUPER STRENGTH VITAMIN D3

Vitamin D is regarded as a super-nutrient because of its crucial impact on our health. Vitamin D contributes to the absorption of calcium, playing a key role in the health of our bones & teeth. It supports muscle function & the immune system.

3



## MAGNESIUM

It's one of the most important minerals found in the body, where it plays a vital role in many functions, from the conversion of food into energy and the health of bones and teeth, to the support of the nervous system and muscle function, including the heart muscle.

4



## MEMO PLUS

It's a combination of different nutrients designed to give your brain a boost – hence the name Memo Plus®! These include a phospholipid complex. Phospholipids are a class of lipids that form a vital part of human cell membranes.

5



## ZINC WITH VITAMIN C

Zinc's proven health benefits include supporting immunity and thinking functions, as well as helping to keep our bones, eyes, skin, hair and nails in top condition. It also contributes to normal macronutrient metabolism and protein synthesis.

6



## CBD OIL

Cannabidiol (CBD) is extracted from the hemp strain of the cannabis plant. With no psychoactive or addictive effects, it is safe to take and perfectly legal. It is believed CBD oil has increased benefits on our wellbeing.



**JOIN US TODAY** [facebook.com/groups/gotoyellowwithtammy](https://www.facebook.com/groups/gotoyellowwithtammy)



# Self-love Challenge

Self-Love is the act of taking care of ourselves, which includes taking care of our bodies and mind. It means having a high regard for your well-being and happiness; taking care of your needs, and not sacrificing your well-being to please others.

- ( ) Go on a date with yourself
- ( ) Write down 5 things you love about yourself
- ( ) Go for a walk in nature
- ( ) Buy yourself flowers
- ( ) Drink a herbal tea
- ( ) Have a day without your phone
- ( ) Organise a junk draw or cupboard
- ( ) Write a letter of forgiveness to yourself or to someone else
- ( ) List 3 things you are grateful for
- ( ) Create a vision board

# Discover Your Self-Love Language

Self-Love is the act of taking care of ourselves, which includes taking care of our bodies and mind. It means having a high regard for your well-being; taking care of your needs and not sacrificing to please others

## Words of Affirmation

- Practice daily affirmations
- Recite mantras that encourage self-compassion
- Keep your self-talk positive
- Journal everything you are grateful for
- Document everything you've accomplish
- Delete negtive people on social media

## Acts of Service

- Prepare healthy meals for yourself
- Create an organised and clean home
- Schedule regular physical, dental and mental health check-ups
- Address any health concerns in a timely manner
- Groom yourself with love and care

## Quality Time

- Take yourself on a date
- Make time for leisure and hobbies
- Prioritise sleep and exercise
- Do not over-schedule, over-book or over-commit.
- Spend time alone, being present
- Meditation

## Receiving Gifts

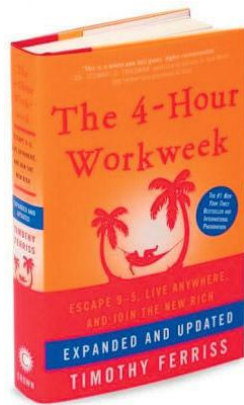
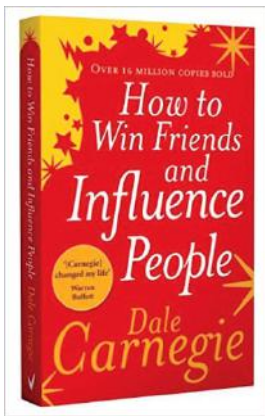
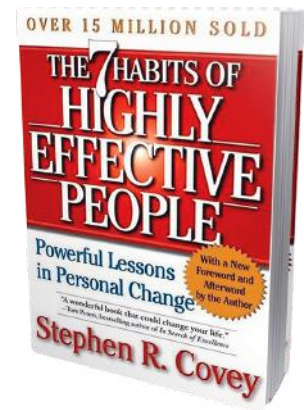
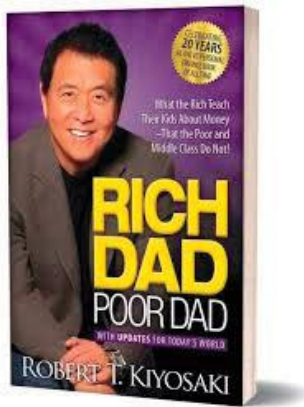
- Buy only what you love, not "just because"
- Gift yourself with an experience on your bucket list
- Gift knowledge - Invest in your education
- Treat yourself to the wisdom and perspective gained from travel
- Indulge in quality products

## Physical Touch

- Stretch your muscles and give yourself a massage
- Release toxins by taking a hot bath with epsom salts
- Moisturise your skin with lotions or oils
- Give yourself a spa treatment
- Wrap up warm with a fluffy blanket

# INVEST IN YOU

*Personal development is the belief that you are worth the effort, time and energy needed to develop yourself*



★

TOP  
PICK

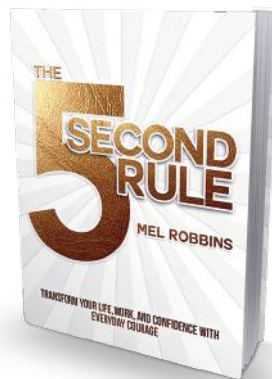
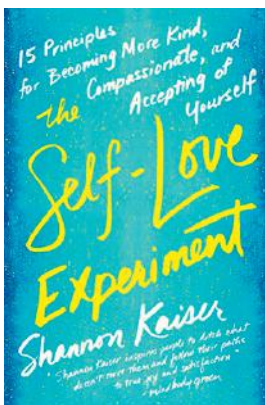
#1 NEW YORK TIMES AND WALL STREET JOURNAL BESTSELLER

**Brené Brown**  
PHD, LMSW

**dare  
to  
lead**

BRAVE WORK.  
TOUGH CONVERSATIONS.  
WHOLE HEARTS.

DARING GREATLY AND RISING STRONG AT WORK







**IT DOES NOT  
MATTER HOW  
SLOW YOU GO**

**SO LONG AS YOU DON'T STOP**

**#YELLOWINSPIRATION**



# DISCOVER YOUR PASSIONS & PURPOSE FOR YOUR NEXT CAREER

**Alex Benmore**

---

**The top reasons why we wish to leave our current job or career are lack of fulfilment, more pay, better work-life balance, or are in a toxic environment, and now Covid related.**

When we decide that yes we do want to leave our current job/career we are most likely in an environment which does not serve us anymore and this creates a plethora of negative feelings and emotions.

**THE LONGER WE STAY IN THIS ENVIRONMENT THE MORE WE LOSE OUR SELF-IDENTITY, LOSING THE CONNECTION TO SELF AND WHO WE ARE.**

Having a job, a career which encompasses your passions and your purpose allows you to feel happy and fulfilled with what it is you are doing. You get to love what you do and do what you love.

Uncovering what are your passions and what is your purpose for many is a hard enough task,



yet doing this whilst you are not aware of who you are; unsure what values you hold, what is it important to you, what does matter makes this task a lot more difficult and for some, giving up and not discovering their passions and purpose is likely.

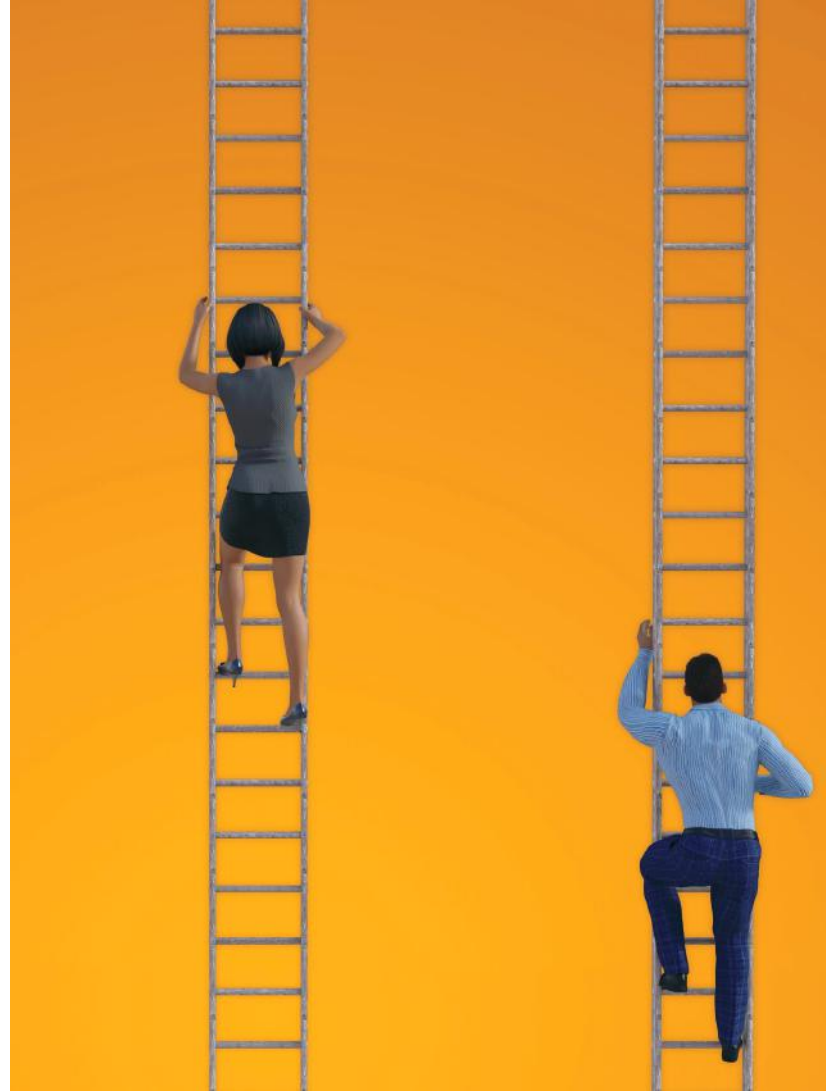
As passion is an intense feeling we get from doing something, feelings of joy, excitement and enthusiasm and purpose is the reason for why something is done, it is the why behind our work when you reconnect to your true self and identify who you are first, makes discovering your passions and purpose a lot easier, quicker, and enjoyable.

Completing a value elicitation exercise and identifying what is most important to you in life, what you cannot live without is the best way to begin connecting to yourself so then next when you ask yourself the questions to get the answers of what it is you to do love and what is so meaningful it stems from true you.

These questions need to create self-awareness of what does motivate you, what your dreams and aspirations are, to look at the experiences you have had in life, and what is your higher calling.

An example of these types of questions can be;

- **Which of your traits and attributes stand out the most?**
- **What activities invigorate you and make you feel alive?**
- **What accomplishments are you the proudest of?**
- **What are the ways you enjoy helping others?**
- **What have your past failures prepared you for?**
- **What issues do you care about the most?**
- **What problems would you like to solve?**



What is also very beneficial is having new experiences, so try that new activity you have been wanting to do, go to that “meet up” and surround yourself with new people and new conversations, this is the practical side of discovering more about you, whilst having a little fun along the way.

It does take time to discover your passions and purpose, yet the more you can connect to yourself and take time to discover more of you, the more on track you will be to getting this result and then identify what next job/career will encompass this.

**“CHOOSE A JOB YOU LOVE AND YOU WILL NEVER HAVE TO WORK A DAY IN YOUR LIFE.” – CONFUCIUS**



# AFFIRMATIONS, REALLY?

**How would you react if someone said: 'You can eliminate doubt and fear with affirmations'?**

- What?... affirmations?
- Reading out some hackneyed sentence over and over until you actually start to believe it?
- Well, how on earth would that work?
- I'm too busy for all that. There's enough to juggle as it is.
- I don't need affirmations. I just get on and try to get everything done.
- My mind doesn't need changing! I just need to work harder and get a strategy.

and getting caught up in what other people are thinking about you, it's all a constant battle. It's a battle to control, a battle to work harder to prove yourself.

And do you?

Do you prove yourself - and if you do, does it help?

And you know why I know you're thinking that? Because I used to think the same.

## SO WHAT IS AN AFFIRMATION?

**NOUN**

### WHY CONSIDER AFFIRMATIONS THEN?

Well because you want something to change. Not something... you want your thinking to change. You're fed up and, quite frankly, bored of the thoughts that go round in your head. Or you might feel that bubbling sense of frustration that you constantly to do the opposite of what you want or need. Sabotaging yourself. Procrastinating. Fearing the jump. Or fear you don't deserve to be there having made the jump - that you're going to get found out.

**the action or process of affirming something**

**"he nodded in affirmation"**

**emotional support or encouragement**

**"the lack of one or both parents' affirmation leaves some children emotionally crippled"**

### AFFIRMATIONS DISSOLVE SELF-DOUBTS

All those doubts that go round and round, all that over-thinking and regretting whether you said or did the right thing, all that analysing

Which suggests that affirming something makes it firmer. OK. Does that mean a lack of affirmation leaves you crippled? What cripples us more are the unconscious affirmations we are already telling ourselves.



# FIONA POWLEY



Fiona is on a mission to eradicate self-doubting fears that hold back confidence

## YOU ARE ALREADY USING AFFIRMATIONS, JUST NOT GOOD ONES

The truth is you're using affirmations all the time already. If your internal negative chatter is taking up headspace, you're already bombarding yourself with affirmations. You may be affirming that you're not good enough, that people can see that you're a fraud, that you can't do it.

These are affirmations. They're based in fear.

### Fears lie!

## IF YOU'RE ALREADY USING AFFIRMATIONS, YOU MAY AS WELL USE POSITIVE ONES

When you create positive affirmations - in the present tense, starting with a liberating and helpful 'I am' - and repeat them, you prune out the negative affirmations. It's about airtime, and getting the positive affirmations to take up more space and have more attention than the negative ones.

Before long, the positive ones start to sound and feel better. They become addictive. We want to hang out in them more than those old doubts. We start to access the upward spiral of feeling empowered and resourceful.

## YOUR BRAIN STARTS TO RUN ON POSITIVE FUEL

When you use affirmations, you create space and opportunity to think differently. You are

literally making changes in the chemical and physical structure of your brain. You create and strengthen neural connections which affirm your worth and the possibilities in front of you. You prune out the neural connections of old thinking loops that kept you stuck in overthinking and doubt.

## WHY DO I BELIEVE IN AFFIRMATIONS?

Because they work! A few years back, I found myself suffering from massive imposter syndrome. It was affirmations that turned me around. At the start, I was doubtful, but very quickly I started to notice my confidence grow and my fear subside.

My mission now is to help as many people as possible eliminate self-doubt and that underlying feeling of 'not good enough' so they can confidently be themselves. I often build affirmations into my work with clients. It's a great way to start the shift, uncover deeper concerns and pave the way for the lasting changes I help them achieve.

## YOUR TURN TO GIVE IT A TRY

If you're ready to ditch negative and untrue affirmations so you can adopt liberating and empowering positive affirmations, my Guide to Affirmations is for you. In it, I guide you through how to create your own affirmations to achieve the exact result you want. You are unique and so are the words that will empower you.

## DOWNLOAD IT

You are good enough and your mind wants you to believe it.



Jerry Bignell

# Not the end of the line

## *what I did after full-time employment*

**My story may not be unique, but it could well be your story one day.**

Just over two years ago, I was made redundant.

It was the third time in my career that this had happened.

What was different this time, though, was my age. I was a lot older and nearer retirement than I had been before.

Instinctively I started looking for a new position and, in fact, attended over 20 interviews for positions. It became clear that this was not going to be easy.

I was becoming quite bitter and resentful, but interestingly I started to question whether this was what I wanted to do. I began to spend more time evaluating my strengths. Did I have to go back into the same industry, doing the same job role to use my skills, and if not, what COULD I do?

I had never looked closely at the “softer” skills I possessed. Things that you don’t usually put on the CV. Things that inspire



you. Something that you enjoy doing as part of your daily life. I did a little part-time work to keep myself occupied, but then one day, quite out of the blue, my wife enrolled me on a writing course. This turned out to be a revelation. It was a six-week course, but that was enough. I found that I could not wait for the next week's session. The sessions allowed me to express myself as I had never done before.

Writing is entirely non-judgemental. Aside from the odd grammatical mistake, I wasn't being judged. There were no limits to what I could write. No targets, monthly figures to achieve—personnel reviews, CRM to complete or update.

In short, I was free.

And then the pandemic arrived.

And we were all thrown into a world of uncertainty, with new restrictions, new limitations, and privations. But also, this created subject matter.

I immediately took ownership of the little shed in our garden, and I started to write.

Without realising it at the time, I found that I had replaced one routine with another.

Having got up, showered and had breakfast, I went out of the house and into the shed.

So, I “went out to work”.

I take out my notebook and list what I will write – a sort of plan of the day.

I write until 11, then stop for a coffee.

I write again until lunch.

Then write again until 3 when I go for a short walk.

I won't say that writing always flows because it doesn't. Some days I find it challenging to write as there is no inspiration. The difference, though, is that I am doing something I absolutely love.

A new kind of work but on my terms.

I now have two books published, created my own website, and have two short stories and a further writing project almost three-quarters complete.

You cannot always finish your career as you thought you would, and sometimes the end might come unannounced. The trick is to find your own way of dealing with it.

If you have any of your own experiences you want to share, please let me know via my website.





# THANK YOU TEACHER

**TAKE A PEEK**  
into a day in the life of  
Micheal, and how he  
challenges stereotyping  
through his passion.

To be told at a very young age that you won't amount to much can leave you at a bit of a crossroads in life, even when you're 12, and you think the world is still fluffy and full of magic. I believe it can either make or break how your life turns out. This was a situation I found myself in when I was just about to leave primary school and move on to higher education.

Harsh, I know but in fact. It was a blessing in disguise. From that moment on, I knew I had a point to prove, and a point I am still proving to this day. Hi, my name is Michael David Roberts, and I'm a filmmaker and video coach. I have ADHD, learning difficulties and dyslexia thrown in for good measure, as I don't like to do things by halves. I would also like to point out that I have never in my whole 32 years on this planet let any of the facts change who I am.

I sit here at my desk in Ellesmere Port to tell you, the reader, about how I overcome the trials and tribulations of my education and how I've led myself onto success. I have my own video production company; I have successfully written, performed, filmed, edited, and distributed my sitcom called Morbid, which you can search for on Google.

We raised an incredible £5,000 on crowdfunding to get a pilot episode filmed; It's been seen by over 30,000 people in the space of 3 years. I have successfully grown a YouTube account for my business with over 10,000 subscribers and over 17,000,000 video views, and next year I will be celebrating ten years of my business.

When I'm not working on client work, I often find writing comedy or filming short independent projects. I have always had a passion for comedy and I just love seeing people smile and enjoying the little things in life. I think it's crucial to be happy with what you do! If you're not satisfied, you must instantly stop reading this article and seek your happiness. Life is far too short, not to be enjoying what you do.

I feel like I'm only scratching the surface of what's essential in this article, so I will skip to the juicy stuff. No matter what life throws at you, and this can be physical or mental, embrace who you are because we all bring something to the table. We all have an individual story to





tell, and we all have a uniqueness about us that makes us all shine. I would never change anything about who I am and what I've achieved. It's essential to look at our lives and learn from things that we'd instead have done differently. Never get complacent, and always aim to do your best in life. That's all anyone can do.

**And to the teacher that told me I would amount to nothing, thank you! Thank you for making me the person I am today.**

*Take the Cake*  
PRODUCTIONS

Hi, my name is Michael David Roberts, I'm a filmmaker and video coach. I got into filmmaking back in 2012 when I met a very talented videographer called John Scotland. I left school in 2014 and furthered my education at West Cheshire College where I studied Acting and Technical Theatre. I have a successful video production company called Take the Cake Productions and next year I will be celebrating 10 years. I produce video content and I help people grow using video on their smartphones. I work on my own independent projects when I get the chance.



# Nature whispers are awakening the mind

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**Andres Roberts** Founder of The Bio-Leadership

We live in a fast-paced world, which means our health becomes an afterthought, if a thought at all. With eyes on the prize for greater success, a ruthless approach to getting ahead, and a thirst to be better than the Joneses, we wait for our health to be affected before turning to reactive solutions.

Bio-Leadership is about challenging an outdated story of progress. It is about building organisations that protect and replenish our world. Most importantly, it is about reconnecting human progress with our planet's web of life.

## **The Reconnection**

We take leaders on guided journeys known as Nature Quests. The key aspect of a Nature Quest is to take people from the chaos of modern life to be alone in nature for anywhere from a day to four days and nights. There is a special kind of stillness, balance, and direction.

We go on walks, we swim, we eat and sleep outside, and we guide movement practices such as T'ai Chi and Qi Gong. Through the process, we focus on letting go, making space, and finding flow.

## **Natural Wellbeing**

Our minds and bodies are connected in complex ways. I believe wellbeing is supported by healthy conditions in all of the systems around us. The Japanese practice of Shinrin-Yoku, or forest bathing, involving walks and reflection in nature, has been shown to reduce cortisol levels, lower blood pressure and improve parasympathetic nerve activity. In other research, the practice of Earthing, connecting our bodies to open ground, has positive impacts on sleep, blood circulation, stress, inflammation, and a generally positive sense of wellbeing.

## **Root sources of our wellbeing**

In the simplest form, our minds and bodies want to feel natural. Given space and time, they will try to find a healthy balance with the world around us. Even gardening is good for us,



**Andres Roberts**  
Founder of The Bio-Leadership



shown to relieve symptoms of anxiety, stress and bereavement. Contact with soil has a positive impact on our own microbiome. Taking care is very much about tending to all of these wider systems to help us be well, as a whole.

**Everyday Habits**

How to make it part of everyday life in a busy world? Here are a few things I think are helpful in creating a wider system, or better still, a culture of wellbeing.

🌿 **Take the time to walk mindfully.** Give yourself just a few moments each day to notice what you are feeling and where you are holding those emotions. See if you can hold them with care as if you could give them an energetic hug. Some would say this is the essence of mindfulness.

🌿 **Make relaxation a real-life practice.** Practice letting go and flowing. Don't try to go anywhere. Instead, see how light and loose you can be in the moment.

🌿 **Explore embodiment practices:** T'ai Chi, Gi Gong, dancing, many forms of yoga. Anything that helps you connect your body.

🌿 **Make time in nature a regular routine.** Find a favourite spot to go back to. Get into the rhythm of visiting for a moment of stillness. Let yourself feel wild.

🌿 **Put wellbeing at the centre of your life.** Make it the thing that all things contribute to, rather than the thing you try to do after a busy day or week or year.

Our bodies and nature are wise wells of wellbeing. Let's treasure them, and let's take care of them because they take care of us. Working at this deep paradigm level, a growing culture of interconnection is where we support the greatest change.



The Bio-Leadership Project

**JOIN THE FELLOWSHIP**

a journey and community for people changing leadership for the planet



# ENJOYING THE JOURNEY OF LIFE WHILE STAYING MINDFUL IN BUSINESS

BY SABRINA ARMOUR

**I HAVE BEEN ON A MINDFUL JOURNEY FOR A FEW YEARS OF MY LIFE, WHICH HELPED ME THROUGH THE CHALLENGES I HAD.**

I've not always been a relaxed person in business, and one of my main issues was business challenges and how to handle them. During my solo career working at a home-based salon, I endured a divorce, lost my home and suffered from a mental breakdown, which I am hugely grateful for because it was at that time in my life when I decided I had to make a change with the way I handled my life and my business.

In 2016, I began to do some work on myself and learned how to handle stressful situations in my business and personal life. It had



led me to become the person I am today and achieve everything that I have set my mind too.

Today I share my tips on how to ensure that you do not get swamped under with the challenges that life throws at you.

These are my top rules to follow:

**DON'T SWEAT THE SMALL STUFF**

So many times, we get caught up in the little things that can consume us when we don't need them to. Little things that do not need our

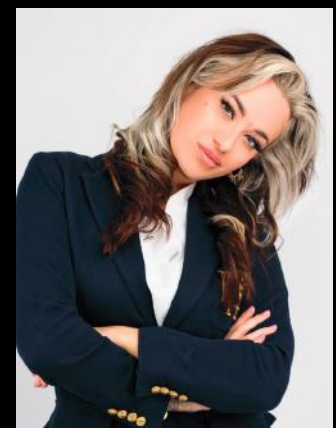
time and energy. Maybe we have too many emails all at once or the driver in front of us is driving at 2 miles per hour, so we are late for work. These are completely out of our control, but we try to control the situations that we cannot do anything about. When I find these things happen, I take a deep breath and just remember that anything that happens that I cannot do anything about will pass.

**ALWAYS BE MINDFUL IN EVERYTHING THAT YOU DO AND SPEAK. WORDS HAVE POWER.**

## MEET SABRINA

Hello, my name is Sabrina Armour. I have dedicated 7 years of experience in permanent makeup. As an artist, I have gained much experience from workshops, masterclasses, seminars, and even as a body tattooist to learn the skills and science behind the technique that I have today.

After spending years within the industry and gaining certificates and mastering skills that I was taught, and even passing my knowledge to fellow practitioners at seminars, I realised I was at a level where I could consider teaching in my career.





It's effortless for us to become unconscious of the words we use; getting caught up in gossip, negative talk or other draining situations that do not need our attention. Words hold power, and if you use them mindlessly, you can end up tripping up over yourself. Remember, what is once heard cannot be unheard.

#### **TAKE NOTHING PERSONALLY**

If people act a certain way towards you, even if you're the nicest person on the planet, just remember that how they act has nothing to do with you but the trauma or experiences within them. When we take things personally, we make someone else's problem our own. Let it go.

#### **LOVE YOURSELF BEYOND ALL MEASURES**

If you want to heal the world around you, it must start within. We cannot expect the world to change around us if we are unwilling to look within ourselves and address the suffering or attachments. Take some time out to understand yourself on a deeper level and understand that the more you change your inner world, your outer world will change.

#### **TAKE EVERYTHING WITH A PINCH OF SALT**

People will always tell you what they are doing or what you should or shouldn't do. It's good to have an open mind and take everything with a pinch of salt. After all, life is continuously changing, and people and their life situations change all the time also. When working with people, it's well to bear this in mind, so if someone doesn't stick to their word or things change, don't take it personally. It's not your issue to take on as your own.

#### **FIND PEOPLE WITH THE SAME VISION AND WORK ETHIC AS YOU**

When running a business, the most challenging thing you will find if you're not conscious of the world around you is that people will come and go. The best way to keep robust and reliable staff is to find people with the right mindset and attitude similar to yours with the same goal as you. If you rush into replacing staff because you find yourself in a desperate situation, all you will find is that you will be on the conveyor belt of staff and have the same problem repeatedly. Be patient and do not rush the process. What will be will be, and the sooner you learn this, the easier it will become.

**I HOPE THAT EVERYONE WHO READS THIS CAN TAKE SOMETHING FROM IT. GOD BLESS**

# THE EMPRESS: ACHIEVING SUCCESS IN A MASCULINE WORLD

A greater understanding of the universal laws, the energetic frequencies, the planetary alignments, astrology and other mystery teachings was common to be a successful female leader.

By Victoria Xereé Soul

In ancient civilisations like Khem (Egypt), the females ruled and educated the people for centuries. They were known as powerful leaders who had great wisdom and kept their people calm during challenging encounters with external forces and challenges. They ruled differently and were known to lead with intuition and compassion, as they were connected to the elemental forces and energy.

They understood the yin and yang energy duality and how to keep a balance during leadership. The yin energy is the female aspect connected to the right-brain activity. It directs creativity, intuition, compassion, spirituality, healing, group orientated and is connected to the planets Venus and ruled by the Moon as it is a water element. The Yang is the masculine aspect related to left-brain activity based on logic, linear concepts, ego-centred consciousness, patriarchy, power, technology, and domination. It is connected to Mars and ruled by the sun as a fire element. The ideal balance in leadership is to lead with a combination of both aspects. Often women can successfully keep this balance as men are more ruled by ego and the energy of wanting to conquer and defeat. This clearly explains the unbalance in today's society where female leaders have been and still are in many professions and social ranks not equally respected.

Female leaders who work for big corporations are often forced to embed more yang energy to successfully fit in the environment and be accepted in



male-dominated workspaces. This leads to women feeling pressured to cut their hair, dress and act like males, and unfortunately, they lose their connection to the yin energy and almost become men. Women who stand by their female energy and lead from their heart and intuition are often classed as weak, or is this because men are intimidated by their true power?

Can you imagine a man would state in a board meeting, "Mercury is in retrograde, and there's a full moon tomorrow, so my intuition is telling me should that we schedule the project for next month"? Women often feel without always knowing how to explain it. They just know the right timing and direction to move to. We do have to give a little credit to the men who are "in touch with their feminine side", Although some macho-driven men would most likely laugh at them and call them weak. This is a sad reality.

As a female producer, singer&songwriter I have personally existed in a very male-oriented industry through my 4-year full-time education and dealing with male producers daily. I have always been leaning more towards the Yin energy as I am a creative and leading lady. However, it has been vital for me to embody the yang energy in most situations to put my point across. I often embody the energy of the Empress in the Tarot deck as it represents the feminine energy, in her power and in her element. Nothing can shake her. If someone has tried to shake, delay or move her from her tracks, she has reclaimed her throne. The empress is a powerful card and can be seen as a creator of sorts, whether motherhood, art or ideas.

I have been building THE VICKYSOUL ACADEMY based on Holistic Education for the past two years as I feel there's a major gap in how we are educating the next generation. We have lost touch with ancient knowledge, understanding the universal laws, energies and frequencies. The shift is here.



Realign your mind and soothe your soul with fresh vibes and crystalline lyrics from this awakened Soul / RnB artist.

This Nordic princess, born in Fredrikstad will transcend you to ANOTHER LEVEL!

A former MA Student that has dedicated year's to her music, she has had the pleasure of writing and recording for artists such as Snoop Dogg and working with D-Teck / Konvict Music.

**This is a lady not to be missed, subscribe to VICKYSOUL's channel and download her monthly releases throughout 2022.**



***"As a female leader, I consciously choose to live in the balance of Yin&Yang, nevertheless to honour my feminine divine."***



# STRESS IS THE ROOT CAUSE OF MASS GLOBAL SUFFERING

**“Your thoughts become your words, your words become your actions, your actions become your reality. Change your life. Change your thoughts.”**

Through my work, we recognise your belief systems and emotional patterns to rewire them and create more positive patterns. My work aims to help you gain greater self-awareness and reduce stress.

Stress causes disease and stops you from being the creator of your life.

Constant high stress levels mean that you live in a state of high alert (fight/flight/freeze) and do not return to a state of balance. Your body can then become addicted to the hormones that are released during this state.

High levels of cortisol released over a period of time cause calcium to start solidifying in the hippocampus. The hippocampus is a complex brain structure that holds a major function in memory and learning. This is why a highly stressed person will struggle to retain new information, become less productive and forgetful, causing a higher state of emotion and continuing the vicious cycle of hormone production that keeps you out of homeostasis.

One phone call, email, text, social media from a stressful person can keep you in this state

state of high alert. This is because the strong emotional attachments create the hormones attached to fight, flight and freeze.

During a long term period of high alert, your body can start to down-regulate the healthy expression of genes and proteins such as IgA.

IgA is responsible for the healthy function of our body's immune system. It's constantly fighting bacteria, viruses, and organisms that invade the body's internal environment. IgA is better than any flu shot or immune system booster you could take—and it's totally natural.

When I tell you that regularly participating in journaling, meditation, yoga, and spending time outdoors; can completely change the way you receive your life, and therefore, positivity change your life, I'm not lying. You are in control of your life.

Having a wellness practice is survival and should be as compulsory as brushing your teeth.

This is what I teach you in Nidra. We understand the emotional blockages that are holding you back.

Nidra Healing is an original concept designed by me, Lily Gauri, combining yoga Nidra meditation and mindset coaching techniques to help you reach your goals and aims.





I have taken part in extra training to specialise in anxiety and stress management.

Nidra healing is a form of meditation often described as hypnosis. The Nidra is a form of relaxation where I talk to you through a body scan to enhance your neuro-pathways improves your mind-body connection. Once in this state, I can then perform the healing by talking to your unconscious mind, helping you fulfil any emotional issues, e.g. self-confidence, letting relationships go, motivation, grief, trauma, even memory.

What happens in your waking state is the unconscious mind will send subliminal messages to your conscious mind eventually turning your vision into your reality.

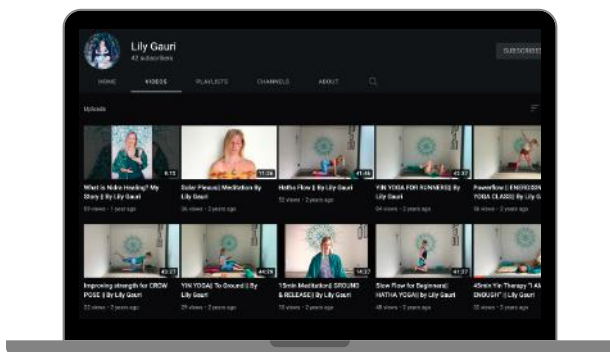
Together we help you make the changes to help you manage your stress. I help you regain control over your life and give you the confidence to take action.



I teach you how to love yourself again.  
I teach you how to live the life you love.

## SUBSCRIBE TO LILY GAURI ON YOUTUBE FOR YOGA VIDEOS

WATCH NOW



# HOW I BECAME YELLOW

**My passion became to blossom**

*By Nikita Teeja*

When thinking of my personal development journey, I realise it has not been an easy one! There have been a lot of ups and downs, which has meant that I needed a lot of resilience and patience. What no one tells you about personal development is that life does not get put on hold while you fix yourself – but I naively thought it would. I also realise there is no end to personal development; it is an ongoing journey for the rest of life.

I wasn't sure what to expect when I started working with Tammy. I had no clear idea of what I wanted from life and I had zero belief in myself. Throw in a global pandemic, and I was completely lost – I had no idea how to pick myself back up and get back on track.

Tammy helped work out my values, my goals and what I wanted from my career. For the first time, I was able to be completely honest about what I actually want to get out of life, and I began to feel more confident.

However, none of that happened until I had learned how to be my own best friend. Doing that gave me the solid foundation I needed to start working towards all my goals, and actually my life started to get better, too. This wasn't because life started to magically go my way; it was



because I started to see life completely differently. I realise how cliché this all sounds:

# When you work on yourself, life gets better”



... but it's a cliché because it is true. The more I was kinder to myself, put better boundaries in place (in all areas of my life), and listened to what I needed, I made clear steps to work towards my goals. I started to show up for myself, the same way I show up for my loved ones, which has honestly made the biggest difference.

I've by no means figured it all out, but as I mentioned at the beginning, personal development is an ongoing journey. I'm still learning how to get to where I want to be, and every day I learn a little more about myself.

The difference is that I know I can handle anything life throws at me, and I know I will achieve all my goals because I finally believe in myself. This wouldn't have been possible without a coach. It was so helpful having someone hold me

accountable whilst also being there for support and solutions. I can't recommend coaching enough! It helped me see what was possible for me, and I can't wait to see what the future has in store!

## DO YOU WANT TO GO TO YELLOW?



With the guidance of Go To Yellow, you will benefit from

- ✓ Clear, actionable goals to match the long-term vision
- ✓ Accountable on the priorities
- ✓ A fresh perspective
- ✓ Your personal sounding board who doesn't judge or limit your ideas
- ✓ Your champion who encourages progress and supports through failure

When you invite transformational change, you level-up your work, cultivate a forward-thinking mindset, take courageous leaps, impactfully overcome adversity, sharpen performance, declutter mind and increase energy levels

**BOOK A CALL**

DAILY REMINDER:

**Keep  
moving  
forward,  
& you'll  
never have  
a reason to  
look back.**

# 5

# STEPS TO A HEALTHIER NIGHT CARE ROUTINE

## STEP 1

Set Time, Everytime



## STEP 2

Turn Off



## STEP 3

Meditation



## STEP 4

Reflection



## STEP 5

Glass Of Water  
On The Bed Side Table





# ANXIETY, A LAUGHING MATTER

**Given the constant overwhelm and demands across the globe, it's no surprise that levels of anxiety are rising.**

Should we go out? Should we start a new diet? Should we start a new business or stay in a toxic career?

A healthy amount of anxiety can ensure that we make the right decisions but an excessive amount of anxiety can increase our risk of suffering the negative consequences. If our levels of anxiety rise too high then this will have an impact on our daily life.

**It is important that when we feel our levels rising, we have something we can use as a counter-balance.**

We know that anxiety has a stress reaction in our body; our heart begins to race, our breathing quickens and our whole body can become stiff and tense. In extreme cases, we may experience chest pain and heart palpitations. But we also need to remember that we have the mental tools that can yield positive mental thoughts and reverse the effects of anxiety.

And that is where laughter comes in.

Sigmund Freud believed that we use laughter to take our minds off the common stresses of life that we all experience and that laughing acts as a release valve for that anxiety.

In the current climate, there might not be a lot to laugh about but that's not to say we shouldn't seek out opportunities to engage in

## LAUGHTER FACTS

➔ **A child of the age of six years laughs about three times more than an adult.**



➔ **Laughter is a sound which does not have any language.**



➔ **Humans are not the only creatures who laugh. Animals like dog and cat also laugh!**



the healing properties of laughter and to find some time to say goodbye to anxiety and hello to unadulterated joy.

Numerous research has shown that laughter has both short and long term benefits.

In the short term,

- you forget the problems that have left you feeling anxious (it is physically and mentally impossible to feel anxious when laughing!),
- you soothe tension in your body,
- you stimulate many organs in your body just by breathing in the oxygen-rich air that comes with a laugh and
- you increase and decrease your heart rate and blood pressure, leaving you feeling relaxed and contented.

In the long term,

- regular laughter sessions improve your immune system because you are no longer prey to negative thoughts that manifest into chemical reactions in your body that helps decrease your immunity.

**Instead, laughter floods your body with feel-good chemicals that help you fight stress and potentially more serious illness.**

As a small business owner, I would be the first to admit that my anxiety levels have been through the roof during the last six months. In some ways, this has helped me make important decisions about my business but I have realised that this anxiety has been close to getting out of control and becoming something darker.

**“The regular laughter sessions that I attend have been the light at the edge of that darkness and have helped me keep my anxiety in check.”**



After a session I feel like I have a suit of armour around me; a suit of armour that protects me and makes me feel safe from the attack of anxiety that can be waiting for us all. The warm feeling that emanates from my body seems to shine through me and helps me to navigate through the world. Laughter just makes my day that much brighter.



Pete Cann the Laughter Man is a Laughter Leader, providing actionable Laughing sessions for Businesses and Individuals. Pete believes that everyone has the ability to manage their state through the practice of Laughter.



# Reuse, Recycle, Revisit Lost Skills

*Your Grandparents Used It To Great Affect...*

By Suresh Thadani

Before Global warming, before Climate Change, and even before the Wombles of Wimbledon, there was the second world war which inspired Britain's post-war generation through the necessity to reduce waste, by saving Repairing, Reusing & Recycling.

*I have always espoused the benefits of frugal living and living a non-wasteful life, during the first and second world wars this was the way everyone managed, it was driven by necessity but even before the wars throughout the 19th-century people on low incomes always had to think in this manner –wasting was never an option and considered a sin, you bought and used only what you needed.*

A woman in the 19th century who had been made a widow after the death of her husband, with two young children received a minuscule amount from the state and had to rely partly on charity and her own skills to survive. A woman needed to show Ingenuity, being able to generate a small additional income often meant the difference between being able to pay the rent and avoiding hunger for the family. If the rent wasn't paid this could result in immediate eviction by the landlord onto the street and having to go to the workhouse was the only option; the equivalent of social prison.

So finding additional sources of income was vital, doing the washing, acting as a part-time cook, housemaid, or nanny for a middle or upper-middle-class family. Even baking a few extra loaves of bread each week at home which could then be sold for a few extra pennies helped. In the summer in her garden, she grew vegetables which helped reduce the spend

This meant the rent could be paid, life for the working class before the war years was one of subsistence and survival. Living within your means and not relying on anyone was a key part of this.

Fortunately, we don't live in such an extreme manner anymore where the slightest difference in income can throw one into a life of destitution. But we do live in a 'throw-away society' where we have forgotten the importance of reducing waste, recycling, and repairing in order to help us all live within our means.

In 2021, a family two streets away from where I lived was having major building work done on their house, and in their skip outside were about x30 twelve foot sections of wooden planks; perfectly fine timber that was destined to be burnt or would end up in a landfill site.





I asked if I could have these sections for a project I was working on to repair a fence in the garden and to make a roof shelter for a garden gazebo frame planned for the spring of 2022; they were more than happy to oblige me. They felt glad their wood wasn't going to be wasted but recycled thus helping the environment; I had the same feeling and also made a saving on timber.

## Here are some ways we saved cash in the old days:

### £ Grow Your Own Vegetables

Now is the perfect time to start growing your own vegetables. According to research done by Gardens Building Direct, growing your own vegetables could save you between £300-£500 per year. Peas, Lettuce, Broad beans, Spring Onions and Tomatoes are all easy to grow and quick to crop within 8-10 weeks of sowing, also try getting your kids involved they'll enjoy it and learn how important plants are. Also, don't forget fruit; Strawberries, Raspberries, etc. These are all easy to plant and offer excellent value once planted you'll get a free crop every year! Last year I bought and planted a Victoria Plum tree and it has now flowered this spring. There is also now hard evidence as to the health benefits of gardening in terms of reducing stress and anxiety.

### £ Cut Down on Appliances

If single, consider switching the heating off or place the boiler on the lowest setting and then heat only the main room of the house you are living in with a small heater. This saves on heating the whole house or flats unnecessarily. If you do have a family consider turning the heating dial down by two notches this can save you money without a noticeable drop in heat.

### £ Get Cooking

It costs on average five times more to order a takeaway than to cook the equivalent meal at home, according to the Website Forbes. Cooking all your meals from scratch with affordable ingredients not only will save you money but it's also healthier for you as many takeaway meals have high salt, sugar, and fat content.

## If you do nothing else, challenge yourself to do one of my most advised tips.

- Cut your own hair –or get a friend to do it.
- Save on dishwasher tablets by breaking them in half or better still do not use the dishwasher (especially for small washes) instead do dishes manually; once every two days.
- Don't fill the kettle to the brim; fill a mug with the amount of water that you need then pour this into the kettle, then boil so you only use the water you need.
- Set & stick to a weekly budget when buying food and small shops of £5-£6 (or less) to help you keep within your budget. So you buy only what you need for 2-3 days, also avoiding waste.
- In your supermarket don't forget to always look in the reduced section, you'll almost certainly find something at a great price and be able to try something different.
- Walking short distances to the shops rather than taking the car, not only saves on fuel but is also good for exercise.



### Contact With Suresh

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# MY STORY WITH LONELINESS

Amanda Kerin

It was my experience of loneliness through isolation that drove me to launch my business, Creative Women's Mastermind: a global community supporting women working from home on their online service-based business.

I came up with the idea after moving from Bristol to the French Alps to be with my partner, Chris, a busy pilot who spent long shifts away from home. I was a freelancer and business coach able to work remotely, so could easily move my business to France.

From the outside, I was living a real-life romcom in a beautiful ski resort with lots of travel opportunities, but in reality, I was lonely, working in isolation and afraid to admit how I truly felt to my friends and family back home.

The one time I did try, they said, 'We can't feel too sorry for you'. I felt like bursting into tears — they had no idea how I felt. But I didn't have the strength to explain, and I bottled it up. I was an



expert at suppressing feelings: I had buried grief for 12 years after losing Mum suddenly whilst away at uni. I saw the pattern again, repeating itself. Something had to change.

We're all too quick to judge a book by its cover these days, especially on the social media highlight reel.

But living in the mountains and working from home had a negative impact on my confidence, creativity and income. My mental and emotional health suffered, too, and I became a shadow of my former self. I now understand why isolation is still a torture method in some countries.

## APP-TIVISM

*Taking practical action is one thing research suggests can help ease Eco anxiety. These apps make sustainable living a cinch.*



### ECOSIA

Like Google, only greener. Ecosia is a search engine that plants trees while you type. The premise is simple; all the profits it earns through ads are put towards tree-planting initiatives.



### Too Good To Go

A way for shops, restaurants, supermarkets, and food chains alike to sell surprise goodie bags of meals, shopping, and even deserts. Not only there to give excitement to them bargain hunters but also a chance for businesses to help the uphill battle of food waste.



### Good On You

Good On You analyses fashion brands worldwide, giving ratings based on their eco-credentials and providing similarly priced alternatives if your faves aren't up to scratch.

**BUSINESS**

# **An Insight To A Former Double Commonwealth Champion And Coach's Perspective**

Read More



“ You can’t  
step in the  
same river  
twice ”

– HERACLITUS



## Meet Our Month's Expert Chris Cook

Chris is a Double Olympian & Former Double Commonwealth Champion. After competing for Great Britain for nearly 10 years, Chris hung up the trunks, retired from international swimming, and began working with businesses/organisations far and wide to help inspire, mentor, and coach people to embrace 'challenge and change' for optimal performance. Throughout this time, Chris co-designed and delivered Olympic Inspiration Programmes. During the 2012 Olympic Games in London & 2021, the Tokyo Olympic Games, Chris was selected to mentor and coach the next generation of Olympians on the 'Ambition Programme'. This program involved taking potential Olympians to experience the Olympic Games. Chris's role was to mentor athletes to maximise the whole experience and expand their personal development.

Chris's coaching, speaking, and mentoring are centred around personal development. Whether it's in business, sports, or life, Chris believes that success is something you attract from the person you become.



“You  
take you  
everywhere”

– CHRIS COOK

### ***What are you most passionate about?***

I love helping people get what they want and deserve, simple! I work with people willing to make changes that challenge them to grow, and when they do, that's when you see results. Because for me, coaching is always about what the client brings. Without it, you just have a meeting. There's nothing better than watching people commit to themselves and then reap the reward, it's what I came into coaching to do, and it will always be my North star!

### ***What are you most proud of?***

The person I have become. I've been asked this question a fair few times. At one stage of my life, I would have said swimming in an Olympic Final, representing my country, winning medals worldwide, building a business from nothing, and providing the service I felt the industry needed. Now, whilst this stuff makes me smile, and I'm proud of it still, the thing that makes me glow inside is the person I have become. Because when it's all said and done, you take you everywhere, and it's that that attracts all of the good things in life.





## ***Name a quote that is important to you and why?***

*'You can't step in the same river twice'*

It's so true. We often live our lives like we have 'been through this' and 'been through that'. And 'Oh, I've got the t-shirt'. Still, in reality, whilst we have experienced (and that is super helpful, by the way, I'm not dismissing this entirely), we must still be open, present and alert to the possibility of something new that we may see, hear or experience in any given moment. This quote helps me come back to centre and teaches me that every second is a new experience. It's almost a game changer once you grasp the idea that it's presenting.

## ***If you gave your 18-year-old self advice, what would it be?***

Dreams come true... but they need you!

I love having dreams to aspire to. I believe they give direction and meaning to our everyday work. The one consistent factor that delivers the dream is the person at the centre of it making it happen. When we set that intention, then get out there and make it happen, it's all then just a case of being patient... this is a skill on its' own and one that is challenged even more by the pace of change we are experiencing.

**Need help to look through a different lens, turn the volume down on your fears or stop judging yourself so harshly? Perhaps a change of perspective will help you to think more positively.**

**Chris's success stories speak for themselves, whether you need individual or team coaching.**

**So, to help kick your coaching journey, book a session with Chris today.**

**07990 518690  
info@chriscookgb.com**





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## STRATEGY

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- ✓ Without Increasing Payroll
- ✓ Without The Overwhelm

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**BOOK A FREE TRIAL TODAY**



## SET YOUR BUSINESS GOALS

A goal is a desired result or possible outcome that a person or a system envisions, plans and commits to achieve.

What are the main things you want to accomplish in the next 3 months? Make sure your goals are specific, measurable and realistic.



**Goal 1**



**Goal 2**



**Goal 3**

How much revenue are you going to generate this quarter? How are you going to do it?

What are your clients saying about you? How can this be improved?





**LEAVING THE MILITARY?**

**BUT DON'T KNOW WHAT TO DO?**

**BEING PROMOTED?**

**BUT ALREADY EXHAUSTED?**

GET COACHED

**DEFINE YOUR SUCCESS**  
**RESTORE LIFE BALANCE**

LEARN HOW TO DECLUTTER YOUR MIND, SHARPEN YOUR  
PERFORMANCE AND INCREASE YOUR ENERGY

**BOOK A FREE SESSION**

[WWW.GOTOYELLOW.CO.UK/SCHEDULE-A-CALL](http://WWW.GOTOYELLOW.CO.UK/SCHEDULE-A-CALL)

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# LETTER FROM ME TO ME

Write a letter to yourself 10 years ago. Share your wisdom, learnings and the journey you've encountered. What would you say?



A large area of the page is filled with horizontal lines for writing. The lines are evenly spaced and cover most of the central and lower portions of the page, providing space for the letter.



Name: \_\_\_\_\_

Date: \_\_\_\_\_

# LOVE LETTER TO FUTURE YOU

What kind words would you say to your future self? What are you feeling today about the future? What predictions do you have? What is your vision for you in 10 years' time?



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# SELF-PRIORITISATION IS NOT SYNONYMOUS WITH SELFISHNESS

Are you tired of being a yes person?

I completely get it. Taking care of yourself and doing what you love is not selfish, and no one should ever make you feel bad about it.

That's why success in 2022 is all about self-prioritisation. This year, we are doing away with feeling bad about putting ourselves first. This year, we are saying no to the 'selfish label'. I look at relationships and see that they work because of the natural balance that transpires as people get to know each other. This is often a grounding necessity in relationships. And sometimes, this balance can be asymmetrical, which is very bad.

Think of a relationship between a giver and a taker. If it goes unregulated, the giver may give without stopping, and the taker takes without stopping.

In this context, the giver is naturally seen as a good student of life in society, even when the giving comes from a place of suppressing one's own needs.

If you don't stop to say No, people will say yes on your behalf.

This year, I want to shed light on the need to pour into yourself before you pour into other people. The need to be attuned to yourself and your needs before making sacrifices that tax your well-being.

When you feel exhausted - Take a break and stop giving. Take time out to pour into yourself. Not only will this nurture your wellness, but your loved ones too.

Don't lose your personal time to overwork commitments - By balancing your personal and work time, you replenish your exhausted energy. Ultimately, you will make time for your loved ones, who also contribute to your overall well-being.

Commit to and meet your needs - When you cater to your needs, you rejuvenate your energy and live through a defined flow where you can be grateful for what you have. You also tone down resentment and criticism of yourself and others.

All of this starts with learning to say No to the constant takers and Yes to self-prioritisation. My challenge for you today is to say No to something or someone you always give into.

- No to that tasks you don't want to do, but everyone assigns to you
- No to plans you don't want to commit to but are always dragged to
  - No to plans that leave you feeling exhausted and out of place
  - No to overwork

And Yes to self-prioritisation!  
The more you say no, the easier it will get.

# 6 TOP TIPS

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FOR WAKING UP WITH ENERGY & FOCUS



# THE SUCCESS MORNING RITUAL

## NIGHT BEFORE

A good morning routine starts the night before - reflect on the days achievements and make a plan for tomorrow.



## IMAGINE A GREAT MORNING

Before sleeping, imagine waking up energised and excited for the day ahead. Just like the excitement when going on holiday.



## NEVER NEGOTIATE WITH THE ALARM

When we contemplate snoozing, we lose the power of waking up with energy.

Up is up! No second alarm required.



## WATER WATER

Put a glass of water next to your bed to drink first thing the next morning. You lose one to two pounds of water each night, and morning dehydration makes you groggy.



## STRETCH

Take a few moments to stretch out your body from the sleeping position. A simple 6 minutes stretch can increase your energy and confidence levels.



## HAVE A COLD SHOWER

That's undoubtedly the quickest way to boost your energy level. Also many health benefits included!



FOLLOW GO TO YELLOW ON INSTAGRAM  TIKTOK  FACEBOOK 

# OVERCOMING IMPOSTER SYNDROME

*Whether you're a job seeker or employer, an apprentice or trainee, a student or graduate, an entrepreneur or employee, Sarina Russo provide the support you need to realise your full potential.*



**Sarina Russo**  
Job Access

"I don't deserve this", "I'm not enough", "I just got lucky" are common thoughts people with imposter syndrome have.

Imposter syndrome is when a person thinks they are not worthy, nor deserving of their achievements. They often feel self-doubt, that they're incompetent or that they're a fraud.

It can affect anyone regardless of their seniority, background,

or experience. However, it is more common among high-achieving individuals and people entering new roles.

Where did imposter syndrome come from?

Imposter Syndrome was first defined in 1978 by psychologists Pauline Rose Clance and Suzanne Imes.

Their study, "The Impostor Phenomenon in High

Achieving Women: Dynamics and Therapeutic Intervention", studied a sample of 150 highly successful and educated women who struggled to acknowledge their success despite being highly respected in their fields and holding a Doctor of Philosophy.

The participants noted they felt like they were imposters, were mistakenly admitted to graduate school and were not worthy of their success. While



this, of course, was not the case, the women strongly believed otherwise.

These behavioural attributes and feelings led to the term imposter phenomenon, or as we know it today, imposter syndrome.

# HOW TO OVERCOME IMPOSTER SYNDROME?

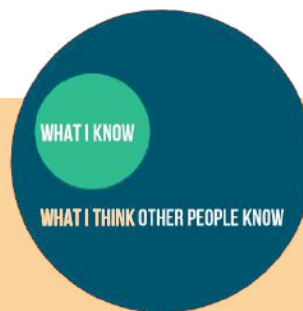
## 1. Talk to someone

The first step to tackling imposter syndrome is to acknowledge the feelings and talk about them. Talking to someone you trust will provide you with a new perspective and help you realise what you feel is normal and groundless.

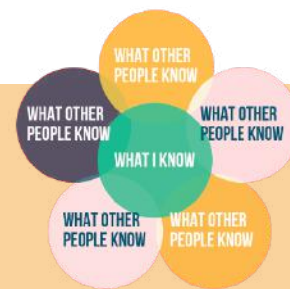
## 2. List your achievements

Get a pen and a piece of paper and write down all your achievements since leaving high school. Often when you're feeling like an imposter, you overlook your past successes and achievements.

Take this time to reflect on everything you have accomplished. No matter how small you may think your accomplishments are, they have brought you one step closer to your goal.



IMPOSTER SYNDROME



REALITY

## 3. Change your internal dialogue

You are worthy of your merits, and to believe that, you will need to reframe how you think and change your narrative. Whenever a negative or self-doubting thought arises, replace it with a positive one.

Substituting negative thoughts with positive ones will improve your mental health and help you really believe you are worthy.

Examples of overcoming negative thoughts:

- Swap "I don't deserve this" with "I have earned this"
- Swap "I am not enough" with "I am good enough"
- Swap "I just got lucky" with "I worked hard, and I deserved this"

## 4. Accept praise

Accept all the compliments and praise that come your way. Even though you may not believe it, the more you accept it, the more comfortable you will be receiving it. You are deserving of your merits and accepting recognition from your peers and friends is important in celebrating your successes and believing your worth.

Retraining our brains to be more optimistic takes time. However, if you continuously make an effort to be more positive and accept praise, your outlook will shift over time, and your mental health and personal perception will change for the better.

# LIGHTEN UP

HOW HAVING MORE FUN CAN HELP YOU ACHIEVE YOUR GOALS MORE EASILY



*By Helen Pinkett, Alignment Coach - Energetically align with the life you desire*

It's easy to forget to have fun when you are working towards deadlines, goals and dreams.

You are focussed, driven and your eyes are firmly on that goal; you are serious about getting this done. You work extra-long hours, self-care gets forgotten about and you start feeling anxious and overwhelmed. It's starting to feel like a struggle and grind. This isn't fun; it's not enjoyable.

We often become so focussed on the outcome that we forget to enjoy the journey and when we hit that goal, we are straight on to the next one, rarely stopping to congratulate ourselves.



When working towards a big juicy goal we tend to focus on the achievement itself and how that's going to feel, we forget to look at the big picture and enjoy the whole journey itself. On the way, we put unnecessary pressure on ourselves, get overwhelmed and stressed and end up slogging away, frustrated and exhausted.

What if you could reframe this and make work more FUN, inject more joy, relax a little and still get awesome results?! This may go against everything you have ever been taught.

You may have been told 'you have to work hard to be successful', 'money doesn't come easily' and 'being an entrepreneur is stressful'. These are outdated beliefs that have programmed your thinking. There's a new way of doing things.

Let's put a new spin on things and spark joy into all we do, lose the thinking that life has to be hard and start enjoying every second we are lucky enough to be given.

**'I CAN DO LESS AND ATTRACT MORE'**  
- GABBY BERNSTEIN

Here are a few easy ways to bring more fun into work.



## Schedule in more fun and self care.

How often do you find yourself with another week gone by and you can't remember doing anything but working? This needs to change! Grab your diary and block out slots for you to do something you enjoy: a trip to the cinema, an exercise class, a beauty treatment, a Netflix session or lunch out with friends. Whatever floats your boat, book it in, get it scheduled or it just won't happen. Having fun and prioritising the things you love doing will give you something to look forward and put you in a better mood as you will have more balance.



### Create an inspirational work area.

Check out your workspace, is it cluttered? Messy? Disorganised? Give yourself some time to create a really joyful space, use plants, pictures and anything you find inspirational to bring life to your work area. If you like the space, you will enjoy being there more, and it will boost your creativity and enjoyment. Don't forget to blast out your favourite tunes as well – music is food for the soul.



### Regularly reward yourself

When you complete a task, don't forget to congratulate yourself with a little treat: put the kettle on, make a delicious drink, give yourself 5 mins on your favourite social media platform or get up and have a little dance around. Don't forget to log all your achievements daily, this is a great morale booster to look back on

when you are having an off-day, plus focusing on all the wins keeps you positive.



### Find a routine that works for you.

I'm an early bird and love nothing more than the peace and space that an early start gives me – plus I get my best work done between 6am and midday. This isn't so for everyone, so I recommend my clients find a way of working that suits them best. I like to be done for the day by 3pm, but many people might like to start at this time. Of course be mindful of working too late into the night as being sleep deprived sucks the fun out of everything.



### Tune into the frequency of happiness and focus on the enjoyment in ALL you do.

Even the most tedious of tasks have something positive in them, find that

tiny speck of light and amplify it, turn it up. And if you can't find anything good, focus on how great you will feel when you've completed it.

I love my work and have pushed myself way too many times in the past that have led to burn out and overwhelm. I have learnt to lighten up and have more fun – this means things flow to me a lot easier, opportunities present themselves at the right time and I listen to my body and take a break when I need it.

As much as I'm a workaholic, I'm also a huge believer that life should be about balance. You have got to have fun along the way and make the most of every day. Ultimately when you relax, you attract more success.

Try letting go of the reins and loosening up a little, laugh more, smile a lot and remember you are here for a good time not a long time.

**IT IS ACTUALLY UP TO YOU TO DECIDE WHETHER YOU WILL HAVE FUN OR NOT, THAT IS THE BOTTOM LINE**

*By Helen Pinkett, Alignment Coach - Energetically align with the life you desire*

# GOALS VS HABITS



Many set the same New Year's resolutions every year, hoping to see different results. They are stuck in the same cycle of setting goals, forgetting about them or failing to achieve or even to start them. What might not be surprising is that only 8% achieve their goals.

It seems modern society encourages us to think about the next significant milestone or chase something new. However, we don't think enough about accomplishing the goals with a strategy in mind.

*Goal setting is an intentional and detailed process that identifies a new pursuit, skill, or project and a plan for achieving it.*

When you set goals, you take control of your life's direction. Goals provide you with focus and clarity. Your decisions and actions should bring you closer to achieving those goals.

## Habit Stacking

There was a study that asked the participants to complete the following: "During the next week, I will partake in at least 20 minutes of vigorous exercise on [DAY] at [TIME OF DAY] at/in [PLACE]."

The conclusion of this research shown that you are between 2x to 3x more likely to stick to your goals if you make a specific plan for when, where, and how.

# THE HABIT STACKING FORMULAE

1

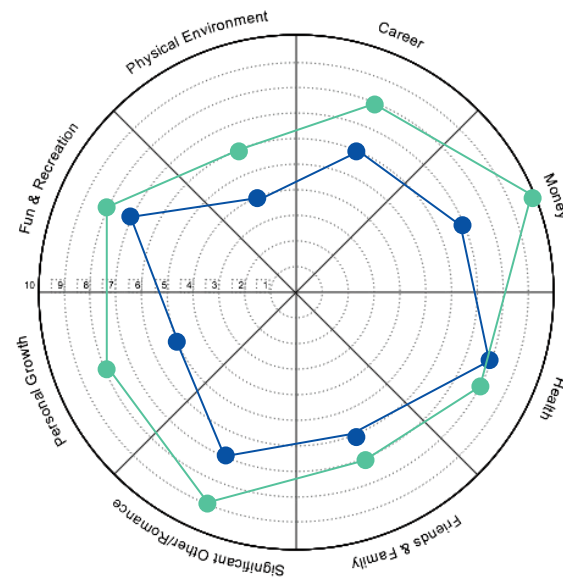
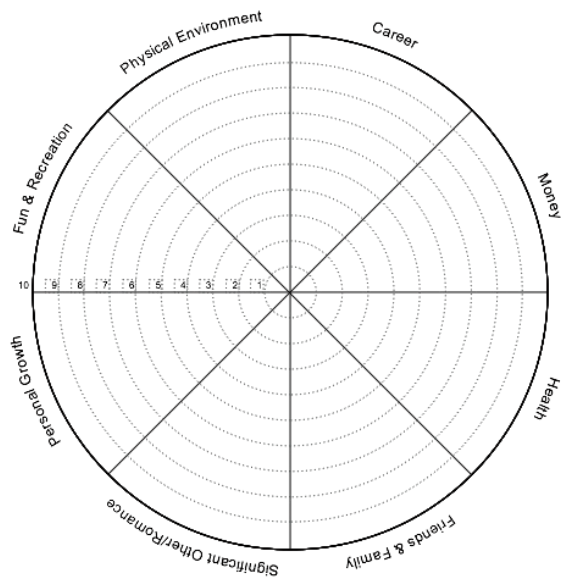
## No. 01 – Where are you today?

Using the Wheel of Life, mark where are you today on a scale of 0 (low) and 10 (high)

2

## No. 02 – Where would you like to be ?

Using the Wheel of Life, mark where would you like to be on a scale of 0 (low) and 10 (high)



3

## No. 03 – Choose the habit

Select the ONE category you'd like to work on in 2022 and then complete the habit formulae.

After/Before [CURRENT HABIT], I will [NEW HABIT].

Here are some examples:

- **Sleep.** After I have my dinner, I will read my book and rest my mind.
- **Meditation:** Before I have my morning shower, I will meditate for ten minutes.
- **Situps:** Before I make my bed, I will do 30 situps.
- **Job hunting:** After I have my dinner, I will email my CV to the job I want.

Habit stacking helps us move from the goal to the specific process that will make it a reality.



# Diary Detox®

TAKE CONTROL OF YOUR DIARY

## DID YOU KNOW?

THE AVERAGE PERSON SPENDS 2 HOURS PER DAY RECOVERING FROM DISTRACTIONS



MOST PEOPLE CHECK THEIR PHONES AN AVERAGE OF 58 TIMES PER DAY



A PERSON WHO WORKS WITH A CLUTTERED DESK SPENDS, ON AVERAGE, 1 AND A HALF HOURS PER DAY LOOKING FOR THINGS



Every second of life is a treasure that adds to a minute we can never regain.

**So, let's not waste any of them**

### The Diary Detox unveils what you're doing and highlights what you want from tomorrow

It's our most powerful Productivity & Energy tool that creates space in your over scheduled diary so you can do more impactful work activities and have time to restore life balance

### How can we help you?

Diary Detox® uses five simple steps to help you or your team to take a step back out of the weeds, look at how they're spending their time today and reassess which activities adds value, now and in the future. That extra space is where you and your teams growth begins.



#### CLIENT FEEDBACK

Big goals often created a feeling of fear and negative thinking around me being incapable of achieving them. Tammy has helped me to break down the goal into smaller tasks which means I'm now no longer overwhelmed and am progressing steadily towards delivering value through my role.

Avinash Lunj, UK Head of Environment at Sopra Steria



8

# WAYS TO STAY PRODUCTIVE

while working from home

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# FOCUS YOUR MIND & SHARPEN YOUR PERFORMANCE!

by Go To Yellow

## START WITH YOUR VISION

A vision provides the direction of travel for your life. It inspires you to be focused on what truly matters. The better you know your purpose, the better you will focus your resources on the results that matter to you and the more likely you will achieve them. Inner clarity leads to outer results.

## THE NORTH STAR MISSION

Now that you know WHY you are doing what you do with your vision, it is time to get clear on WHAT you will do. A mission statement keeps everyone clear on the direction. It will attract those who believe in the same outcome and repel those who waste your valuable time and energy—a win-win.

## GET CLEAR ON THE GOALS

Think of the mission as the 5 year action plan, the Ultimate Goal as the 1 year plan and Evolving Goals as the quarterly plan. It is the HOW. They are designed to achieve the gaps between. They are the clearly defined actions to take to get closer to your 10 year vision.

## POWER OF WHEN

Your body has been programmed to function much better at certain times of the day than others. Most operate analytical work better in the morning, whereas others late at night. Learn about your Chronotype by reading the "Power of When" book.

## THE NIGHT BEFORE

You know the Evolving Goal, so it is time to get laser-sharp focus on the smaller tasks that enable you to achieve the goal. Pick up to 3 tasks per day and write them down in a planner. Prioritise the most important and most impactful. Also, create a not-to-do list to keep you on track from distractions.

## END OF DAY

Be proud of your accomplishments. We love seeing progress being made. Celebrate the wins, no matter how big or small. It will give you the energy to keep going! Take the time to reflect, and if it didn't go well, what can you do better tomorrow?

## BRAIN BREAKS & POWER NAPS

Create an hourly plan with a 45-minute deep focus with 15 minutes brain break. Your brain break could be some house admin, fresh air, drawing, reading a chapter in a book or doing nothing and sitting in silence. To boost your day, factor in a 25-minute power nap with a shot of coffee.

## FIND YOUR TRIBE

Find a tribe of supporters who are on the same journey as you. If you spend time with "still" people; still overweight, still in a dead-end job, still thinking small, then you will copy those mannerisms. Seek a tribe of those behaving and thinking the way you want to become!

What are your tips  
when sharpening  
your focus?

Share them with the  
community with  
[#yellowinspiration](#)



# GREY TO YELLOW

Written By Claire Berry

A bright yellow haze streaks through my window and lands softly and lovingly on my grey skin, my body breathes in its warmth.

I step outside and brush down the grey dust from my skin and clothes; it billows out of me and away into the gentle breeze.

My senses are stirring.

The first tingles of colour enter my weary body; I watch as quietly and slowly my grey world melts away, replaced by a spectrum of bright intricate fractals.

This is the spring of my life as my grey fades and I breathe in the sun's hazy yellow light.

The air is clear and the vast blue cloudless sky elucidates my thoughts as if my mind has absorbed the stillness reflected in my eyes. My winter dissolves, and the cold grey days that dragged and blurred relentlessly are replenished with precise, defined mindful moments, each deep breath drawing in the soothing yellow sun.

I can breathe again.

Time has slowed, and I can hear the flapping wings of the orange butterflies and the birds conversing, making plans for the day. I can smell my spring; its scent is new, revived, with a tang of sweet blossom. I can taste the oxygen, and I feel it nourishing me.

I've been waiting for today, waiting to step out of the tired dusty grey and leave my winter behind.

This is the spring of my life as my grey fades, and I breathe in the sun's hazy yellow light.

My mind flourishes and blooms as the colour seeps into my thoughts. I am brave, strong, solid, my mind capable and creative. Life is growing in my blood and bones, cleansing me as all my cells resurrect. I'm awake now. The blood is pumping, the cogs turning; the sun's energy is the light switch to my spring.

My spring.

My life, my turn, my choice, my freedom.

I'm leaving the cold, grey relentless days where time blurs and my precious senses are lost. I will gently nurture the blossoming colours that flow freely in my thoughts. I will claim my moments and listen carefully to the clicking of my compass that takes me home to the sturdy roots of my belonging.

This is the spring of my life as my grey fades, and I breathe in the sun's hazy yellow light.

Call And They Will Come



# CLAIRE BERRY



Amid my ADHD diagnosis and tentatively trying the meds, the jury is currently out on. I began to execute a project I had been musing about for a few months. An all female-identifying comedy line-up fundraiser event would create a platform for female performers whilst supporting a local women's charity. A few months back, I came up with the name 'Fem de la Femme', but I'd been wary because, over the

years, I've run a lot of events, and I know how much hard work it is. I also have a habit of hyper-focusing, a term I only came across last year when researching ADHD, but had perfectly explained a certain aspect of my behaviour – becoming so involved in something that all the routine everyday tasks just fall by the wayside and then, when the project is over, I'm met with a house in chaos, bills not paid, letters unopened and an

Comedy became my healing. What is yours?

Share it with us  
with  
[#yellowinspiration](#)

empty fridge! At least now I have a name for this behaviour, and I can understand myself a little better.

However, the idea continued to ruminate until, in a moment of spontaneity, I approached a lovely venue, and they said yes! So last month began the journey of Fem de la Femme...

I've been on and off involved in the arts for over 25 years. It's a tough world, competitive and at times soul destroying as well as being insanely rewarding. But in terms of gender imbalance, I have not seen an art form that is so shockingly lagging before. According to the more veteran women on the circuit, the city I live in is particularly problematic. Scrolling through comedy events in this region, you might start wondering what decade we live in. The number of all-male line-up gigs is eye-popping. Yet, there are so many brilliant female comedians on the circuit, many of whom get utterly demoralised by the lack of opportunity and the unforgiving nature of primarily male promoters.

I was keen to give a platform to the funny women out there, and once I took the step to book a venue for Fem de la Femme, it took on a life of its own. I chose a venue in between two universities and easily accessible. I considered the format and decided to put a smattering of spoken words on the lineup to mix it up a little. I also decided to have two shorter

spots for brand new comics who had been around less than three months or were indeed comedy virgins. I concluded that women keen to test the comedy water might feel safer and more supported in a predominately female environment. A friend of mine had wanted to do stand up for a very long time, so I approached her. She was over the moon and said yes! Another graphic designer friend created a brilliant publicity image, and I pulled together a fantastic, diverse lineup of comics and spoken word artists.

I had a good feeling about the event, and I was looking forward to being the MC. On the day of the launch of Fem de la Femme, I was filled with nervous anticipation alongside a bubbling excitement. I was hopeful, but I was blown away when the audience started piling in! We were heaving, to the point that we started 30 minutes late because of the queue at the bar. The atmosphere was absolutely electric. I stood in front of the audience reeling from the attendance and the incredible buzz in the air. I felt so at home, and the vibe was that of an almighty celebration. It was a night I'll never forget. The acts all smashed it, and there was such excitement, joy, laughter and love in the room; we practically blew the roof off!

I and the lovely women who helped, encouraged and supported me stuck around for a post-event debrief, and there I met this remarkable young

woman who had felt brave and comfortable enough to come on her own that night. She had been kindly adopted by a group of my friends who had brought her into the fold, and we laughed and talked while I absorbed what I had just witnessed. We talked about women and the need to support and encourage each other whilst reliving the night's laughter. She noted that I had been surprised by the turnout on a school night, which I had been! But it hadn't surprised her "if you call, they will come", she said, and with that, both her and my eyes welled up. Wow, how right she was.

## PAST SPEAKERS



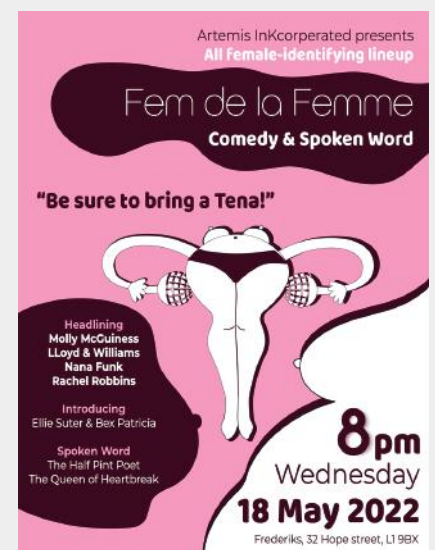
Nana Funk



Lloyd & Williams



Eve Howlett



“

CLAIRE BERRY:

IF YOU ARE  
GOING TO FEEL  
SCARED ALL THE  
TIME WHY NOT  
DO SOMETHING  
TO BE REALLY  
SCARED ABOUT!

”

# AN OVERWORKERS GUIDE TO WORKING FROM HOME

## SET YOUR SPACE

Find an area in your house where you can sit comfortably and focus.

Make it separate from your relaxation space. Ideally, away from a TV screen or other distractions.



## TAKE NOTES

Stuck in a webinar zoning out? Note-taking keeps your mind engaged.

## PLAN YOUR DAY

Pick your top 3 priorities and then chunk them down into bite-size actions. Focus on executing those.

Work on the task that best suits your energy levels throughout the day.

Consider doing the hardest/most important task first. You'll feel great after!

## LESSEN DISTRACTIONS

Harness your imagination and picture that you're achieving the vision for your life. Decide if you wish to put stop signs on your journey toward your vision?

Lock your phone away if you need to; turn off emails, phone calls and social media notifications.

## CHANGE IT UP

Switch up the tasks; deep focus work for 45 minutes with 15 minutes of cleaning.

Maybe 45-minute workout with 15-minute expense reports.

Add variety to your day.

## TAKE BREAKS

Have brain breaks often and a 20-minute power nap enhanced by coffee!

## SPEAK UP & ASK FOR HELP

When things get tough, don't just push through it. Ask your co-workers, friends, Yellow community members or work coach for help.



## JOURNAL IT

Use a journal to track your progress or brainstorm through challenging tasks.



# THE ULTIMATE GUIDE TO OVERCOME VIDEO SHYNESS

*Jack Cooke*

“Videos”, the business and marketing gurus are screaming from the rooftops “You should be making videos for your business!” And they aren’t wrong.

So are you making videos for your business to boost your business more than words and images combined?

No? Why not?

Let me guess: you hate seeing yourself on camera, you hate the way you sound, you don’t know what to say, you don’t want to embarrass yourself.

Well, you’re not alone. It’s not a video thing – it’s a confidence issue and something shared by most people. Talking to a camera lens is a bit weird and knowing hundreds, potentially thousands, of strangers online will see your creation is nerve-wracking.

Believe me, I still get nervous, but I know it is just a touch of anxiety, that my fears are illogical. After all, how many people do you know who have actually had a traumatic experience with video?

It is simply our own psychological barriers playing with us, and here’s how they do it. When you know these three things, recording your next video will be so much easier. And if that anxiety creeps back in, hear my voice (imagine a strong Bristolian accent) reminding you it is all in your head.



## Confirmation Bias

Confirmation bias is looking for evidence for the belief you have created. Say you do an amazing job of speaking about your business and industry, and the video is really good ... only your hair is out of place, you stumble over a couple of words, your tie is slightly off. You find a reason to hate the video. It will be something no-one else will notice, ever. But you see it and you hate it.

You delete it and forget about it – but that video could have been the answer to your next customer’s problem, it could have been the glimpse into your personality your audience needed to finally get in touch. What a shame.

## Familiarity Principle

Here’s a thing: when you see yourself in a reflection, your face is reversed. On video, it is the right way around. No matter how symmetrical your face is to you, your mind it isn’t familiar with it on video. It is not comfortable. And as humans, we prefer to be comfortable – we like the familiar.

Couple that new sensation with the unfamiliar sound of your voice, and you are smashing the delete button. But remember, the person on the video is the person we all see every day; the one your audience is familiar and comfortable with. Keep going!

## Imposter Syndrome

This is the big one, when you hide behind words (I get the irony: you are reading this) or images, it is easier to disassociate yourself with the content you put out.



## VIDEO CREATIVE BEYOND THE BRAND

It all started with a passion for cinema and storytelling to bossing his younger brothers into recreating scenes from his favourite blockbusters on a home cinema camera.

**Jack Cooke**  
Beyond The Brand

With video, it is your whole self, committing to the words and claims you make as an industry expert. You are easy to target by other industry “pros” who may shoot you down. This so rarely happens, and as an expert in your field with experience and evidence to back up your ideas, you have earned your place to share your voice.

The worries and anxieties of recording video are simply us laying out the worst-case scenarios, telling ourselves we will look a fool. Yes, you may feel these emotions, critique yourself, I sure do, but just by starting the process, it gets easier, the hurdles get smaller and the world gets bigger for you and your business.

So today just be brave, record one piece of content and begin there. Don’t hesitate. Upload it and move on to the next. You can thank me later!



# A SOLUTION FOCUSED APPROACH

## *to Coping with Summer Holiday Stress*

*The school summer holidays often create an extra level of stress and overwhelm for parents. Whether you're a stay at home parent, employed or running your own business, factoring in the extra juggling that comes with the school holidays can feel overwhelming.*

By Kerry Seymour

### **Why can the summer holidays feel so stressful?**

As with all anxiety, summer holiday anxiety is created by negative thinking. Every negative thought we have around the school holiday and our ability to get through it unscathed is converted into anxiety in our brain. This means that while the school holiday isn't actually stressful, our judgement, perception and thought patterns around this time make it so.

Shakespeare sums this up beautifully in his quote: "There is nothing either good or bad, but thinking makes it so."

Every negative thought we have is accumulated and stored in our metaphorical stress bucket, something I talk through in detail with my clients. Our brain isn't able to tell the difference between what's real and what's imagined, so every time we remember past school holiday disasters or worry about possible future school holiday what-ifs, we create anxiety as though these events are actually happening in that moment.

It's not difficult to see how our stress bucket can quickly fill up with school holiday stress and how we can even start feeling stressed and overwhelmed before the summer holiday begins. As our stress buckets fills up (and even in some cases starts to overflow), we lose access to the intellectually sensible part of our brain, and the primitive part of our brain takes over. Unfortunately, this part of the brain can only respond with anxiety, depression or anger (or a combination of all three), and it's more concerned with surviving the school holidays than thriving through them.

(It's also worth mentioning the average age of our primitive brain is about 5, and I think we can all agree

that having a 5 year old in charge of the entire summer holiday is a recipe for disaster!)

### **How can we lower our school holiday stress levels?**

There are two things we need to do to lower our school holiday stress levels, and the first is to empty our stress bucket. The good news is that our brain has a natural way of doing this and that's sleep, or to be more specific the Rapid Eye Movement (REM) part of our sleep pattern (our dream state).

Prioritising sleep in the run up to (and throughout) the summer holidays helps us to cope so much better with any challenges that crop up. However, our stress bucket can sometimes become so full that we can't possibly process everything in one, or even a few, nights' sleep. When this happens, our brain needs a little helping hand.

The natural state of trance, or hypnosis, replicates that REM stage of sleep in our brain, and this can be easily achieved by listening to a short guided relaxation before you go to sleep. A 20-minute guided relaxation is the equivalent of about 4 hours of REM sleep, so it really does have a noticeable impact on our ability to cope with stress.

The second step towards lowering our school holiday stress level is to stop piling negative thoughts into our stress bucket. This is easier said than done, and I spend a lot of time with clients talking about how to use the 3 Principles of Positivity to do this.

To help you to reduce negative thinking around the school holidays, I've pulled together my top tips for a calm summer holiday.





# KERRY'S TOP TIPS

## FOR A CALM SUMMER HOLIDAY

*Kerry Seymour is a solution focused hypnotherapist at Inspired to Change.*

### FOCUS ON WHAT YOU DO WANT TO HAPPEN

Our primitive brain thinks in worst-case scenarios and will happily come up with all of the possible challenges and disasters the the school holidays might bring. When you catch yourself doing this, try to reframe the situation in your mind into what you would like to happen, rather than what you don't want to happen.

Our brain likes to move us towards what it is expecting to happen, so if we're expecting to feel stressed and overwhelmed, it will look out for the opportunities to make that happen. Whereas if we're expecting to feel calm, balanced and adaptable then our brain works towards that instead.

We can also share our expectations with the rest of the family and set boundaries that will help us to achieve our desired outcome, so everyone is working towards the same vision.

### REFLECT ON THE POSITIVES

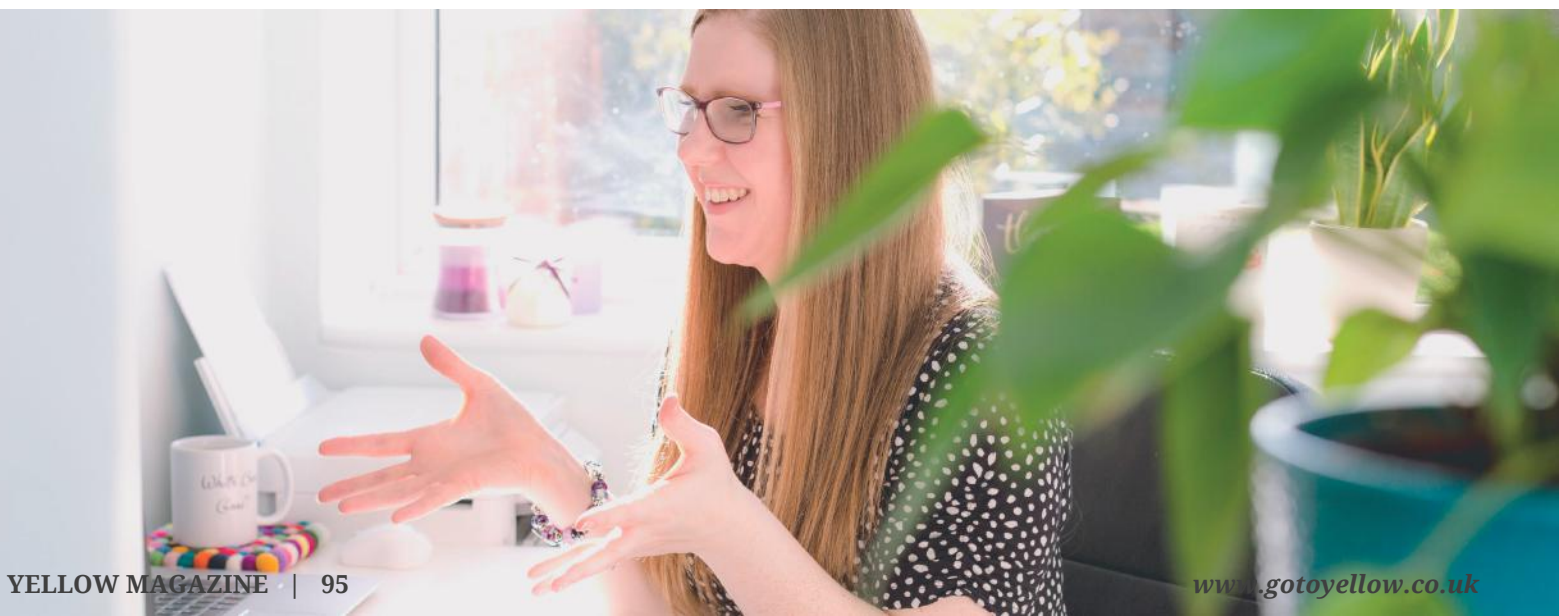
Positive reflection is a great tool for recognising what has worked well in the past as well as what's working well in the present. Reflecting on how you coped well in previous school holidays gives you a good starting point for coping well with the upcoming school holidays. Also, spending time at the end of each day reflecting on what's been good and what has worked well allows us to both learn as we go and focus on the positives (creating positive thoughts!).

This is also a great one to get the whole family involved with over the dinner table or as part of the bedtime routine.

### ASK YOURSELF WHAT YOU COULD DO DIFFERENTLY

It's so easy to get stuck in a rut when we feel like things aren't going well or if we're feeling stressed. We can carry on, head down, doing what we've always done and just trying to make it through to September and the first day of school. But, what if we asked ourselves "What can I do differently?" Realising when something's not working or not going well and understanding that we have the power to change it puts us back in control, encourages us to be solution focused and lowers feelings of stress and overwhelm.

“ If it's not working, change it. If it is working, do more of it! ”



# Your Existential Crisis is a Good Thing

BY AVION HOWARD



reminding you that you still have a life to live and can choose where it goes.

During the existential crisis, you look back and notice everything you've done in the past. This reflection allows you to see how you've gotten to where you are now. In this reflection, you have the option to receive a certain power. That power is an unwavering ability to create the life you want to live. Believe it or not, your existential crisis is trying to give you that power. All you have to do is accept it.

Your perspective on the past influences your actions in the present. If you are regretful of your past, you will regret your present. You've been ignoring your life up until now, and the existential crisis is to help you become who you want to be. Fear will only push you deeper into lostness. Life is real, and you cannot reject reality. This is a time to embrace the curiosity you have. Explore the areas of your mind you've never gone to before. Your existence is a miracle and should be explored. You are an incredible being with unmatched capabilities. Nobody else on this earth is you. Think about how exciting it will be to learn about something no one can be.

Dealing with an existential crisis can be scary. You start to lose a sense of who you are and question everything around you. People avoid thinking about their existence and life purpose because it's a pretty deep topic. Nothing is deeper to us than ourselves. This doesn't have to be a jarring experience. You can take an existential crisis and turn it into the best thing that ever happened to you. What are the 3 key principles to know? Read below to find out.

## You Understand How Real Your Life is

This is a moment in your life where you understand that LIFE IS REAL. The things around you, everything you see and do, is indeed real. Your life is happening before your very eyes in the present in real-time. It's hard to take all that in at once, especially during an existential crisis. This is a reflective period,

## Creating Purpose

I learned this when I had my existential crisis in 2020. Once covid hit, everyone was stuck at home and had to think about their lives. I thought about my life, and emptiness came up. I looked back and saw that I had nothing to show for myself. I was terrified because I believed I wouldn't amount to anything. I was wrong. It was only my belief that was holding me back. Everyone has a purpose; I just didn't know mine.

It's weird trying to think about your purpose when you have no idea what it could be. I went through life with little interest and let people choose my purpose for me. It wasn't until December 2020, in my college dorm room, that I had my existential crisis and used it to create my purpose.



I was scared of myself and despised the constant anxious feeling. As much as I disliked it, it drove me to my purpose. I took that feeling and went in every direction I could with it. Meaning I explored new experiences and developed hobbies.

I had multiple hobbies. I spent most of 2021 feeling them out, which finally guided me to my purpose. I went from music production to videography to graphic design. Just trying out new things inspired me to keep going. I loved every bit of the journey. The nail on the head was when I applied for a digital marketing internship. This internship taught me foundational information about marketing and business. I then created my purpose in marketing with the

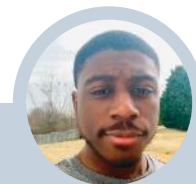
power I grew from the existential crisis. From that point on, I understood that I had a choice to change and be what I wanted. You have that choice as well. Don't be afraid to try new things you've always wanted to. Who knows where it may lead you.

### The adventure begins within

An existential crisis doesn't have to be so bad after all. This can be an enlightening experience full of curiosity. You are the only one that can make something out of yourself. You can never use your power unless you acknowledge you have it, and an existential crisis makes sure of that. When you don't know who you are, you get to create who you want to be.

Similar to an avatar in a video game, you have no idea what you're going to be until you start creating. Take on new experiences and adventure the mind because we never stop growing.

### You'll be amazed at what you can find.



Avion is a digital marketing strategist. He uses his free time to focus on his love for psychology and positive health.



# IMPROVING YOUR POSTURE

## TAKE REGULAR BREAKS

**H**aving a break is as valuable for your body as it is for your productivity. It doesn't have to be a long break, it doesn't have to be a tea or coffee break, but simply standing up, walking around the room and having a stretch will make a difference. Why not set a timer to give you a nudge to get up.

## ON THE PHONE

**O**n a mobile phone while taking a call, take the opportunity to get up and move around. Ideally, you should get up every 30 min or an absolute maximum of an hour.

## STRETCH

**A** lot of pain, stiffness and headaches are due to muscle fatigue, misuse or overuse. Taking time to build in a simple stretch routine can help.

## SEATING

**T**he advantage of an office chair is that you can usually modify the height and tilt of the seat as well as the backrest. This option is excellent for creating a variety of different sitting positions to avoid getting stuck in one posture all the time. Play around with different chairs and get some variety into your posture and position.

## DESK

**W**hen sitting, you should be flexed so that your elbow is 90 degrees or just over. Thinking



Louise Bashall



## MEET THE WOMAN BEHIND THE RESEARCH

In more recent years she has discovered her joy of running, completing Paris Marathon in 2018 to fundraise for Duchenne UK. When time permits, she heads off in a sea kayak.

Due to her love of food, she has a wonderful allotment at the City Farm which she tends to use in her hobby of cooking.

Her early working years were in 3D Design, principally in ceramics. Even now she tries to get away in the Black Mountains enjoying making mugs, bowls, plates and teapots.

The Body  
Compass

CHECK OUT MY WEBSITE

about working zones is vital to help maintain good posture. The diagram below should help you organise your workspace.

## EYES

**T**here are two recommendation from our lovely Lou. Firstly, change the settings on your monitor. There are two things to do here, lower the brightness settings and install f.lux on your computer. F.lux is a free app that warms the light on your screen as the day goes through. This App will decrease eye strain and can also help with winding down after a day in front of a monitor, which will also help with your sleep.

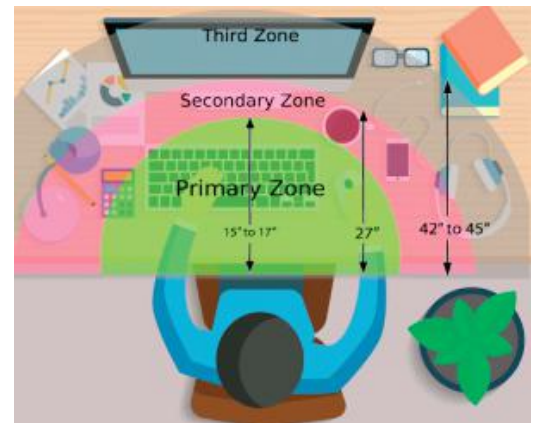


**You can download it here for PC and Mac; you won't regret it.**

Secondly, your eyes will get tired from having to maintain focus on a screen, have a look at eye exercises to ease the strain.

**You can check out her recommended exercises here.**

LensPure



## MONITOR

**I**f you're working on a laptop, YOU WILL NEED to get a stand and either a USB or Bluetooth keyboard and mouse. Without that, you will be sucked into your laptop, followed by a predictable litany of neck pain, back pain and headaches.

You need to get set up so that the top of the screen or external monitor is at eye level. If you're using an external monitor then have a look around and see what you can find. you could use some old books to achieve this.

WHAT IS IT  
THAT YOU  
PLAN TO DO  
WITH YOUR  
ONE WILD  
AND  
PRECIOUS  
LIFE?

MARY OLIVER

# CONTROL YOUR HOME ENVIRONMENT

**Poppy Duffree**  
Owner of Organised  
Interiors, a Bespoke Home  
Organisation Service.

## **What's the big deal about organisation and why is it increasingly becoming more talked about?**

Our home environment plays such an important role in how we feel day to day. If it's organised around our personal routines, then our home supports our mental health and saves us time. It creates space for us to think, be productive and allows us time for the things we enjoy.

One of the reasons I love working as a Professional Organiser is because I get to help people gain control of their environments and feel freer and lighter, which can be life-changing for people. The spaces and homes I work in vary greatly - from working on single areas of a home, such as a kitchen, wardrobe or home office, right through to overseeing a home move and unpacking and arranging all items.

When our home is out of balance - that is, cluttered and unorganised - it creates feelings of chaos, stress and being out of control. When we've got an external threat on our doorstep in the form of a pandemic, it's more important than ever to keep our spaces calm so that we feel safe, can be productive when we are working and relax in our downtime.

Many of us have been thrown into the realms of working from home as a result of lockdown - meaning new routines have had to be formed



and our space has had to accommodate more activities.

The fact that our homes now have to serve as both office and living space means finding separation is crucial.

We should be aiming for a space that is calm, easy to navigate and allow us to focus.

Let's break down some of the reasons as to why an organised home contributes to a happier, more productive life.

Firstly possessions take up our time; they need looking after, moving around, re-organising, fixing and then ultimately – disposing of. This can be stressful as well as costing us money, causing feelings of overwhelm and lack of control. This doesn't mean that minimalism has to be the answer, once your belongings are organised, everything has a home. Once everything has a home it's stored correctly and less likely to get broken. You're also far less likely to lose an item and spend time looking for things because it will be in its set place.

Secondly, clutter is a constant drain on our minds. Our brain is constantly scanning and processing everything around us, so if there are lots of objects around, it has to work



harder. All that wasted energy can leave us feeling tired, exhausted and feeling less motivated to complete other tasks.

Maybe you see these beautiful pictures of homes, wish that your space was similar and wonder how you can achieve that? Well, you absolutely can achieve this – it's just about discovering what works for YOU as an individual. The consultation process I go through with my clients uncovers this by establishing what their key routines and personal priorities are and then building systems and storage solutions around that.

If you woke up every day feeling calm, organised and ready to take on the day, what could you achieve?

**Poppy Duffree**

Owner of Organised Interiors, a Bespoke Home Organisation Service.

[www.organised-interiors.co.uk](http://www.organised-interiors.co.uk)

***It's estimated  
we'll each  
spend 3,680  
hours in our  
lifetime  
searching for  
misplaced  
items***

**"CLEAR SPACE =  
A CLEAR MIND"**

YOUR BELIEFS BECOME YOUR THOUGHTS  
YOUR THOUGHTS BECOME YOUR WORDS  
YOUR WORDS BECOME YOUR ACTIONS  
YOUR ACTIONS BECOME YOUR HABITS  
YOUR HABITS BECOME YOUR CHARACTER  
YOUR CHARACTER BECOMES YOUR **DESTINY**

## Ask Tammy



How do you measure if you are successful versus a workaholic?

We all hold ourselves to a certain standard based on our beliefs. Start with this question, **What does success mean to you?** Then ask what you need to do to get there? If you have a vision to build a business empire, it wouldn't be surprising that you'd be working most of the time. If your vision includes being exhausted, isolated and with illness, you'd be overworking. The choice is yours, and you'll behave accordingly.

E-mail [nichole@gotoyellow.co.uk](mailto:nichole@gotoyellow.co.uk) with any question you would like to ask. We would love to hear from you.