



Issue #1

2021...

YUGEN: The balance of curiosity, wanting to know more and appreciation of being in the moment, and aware of your surroundings.

Hey .

First of all, thank you so much for signing up to this newsletter! It's awesome to have you here and I really hope you find something in here that adds to your day.

The strange times continue and so I've chosen **MINDSET** as a loose theme for issue #1. Nothing will feel easy for a good while yet but working on your mindset sure will make a difference to how you respond to all the challenges hurled your way.

I promised I'd keep these newsletters simple and easy to consume. But just for this issue, let me explain how it's going to work:

Each month, the newsletter will cover 3 main topics:

1. **WELL ISN'T THIS INTERESTING...** – what it says on the tin... Could be anything from articles, books, movies, exhibitions...
2. Next episode **WHEN I GROW UP...** IG Interview Series guest reveal!
3. **WHAT'S ALEX BEEN UP TO?** – a wee update on things I've been working on that I think will be of interest to you

Then if it's been a REALLY interesting month, I might chuck something else in. Exciting.

Lucky for you, this is one of those months.

4. I'm conducting 2x surveys – **THE FOUNDER FOCUS** and **HIRING & DEVELOPING IN 2021** – and would love your input and/or would appreciate if you could forward the links to relevant people you know. More detail below.

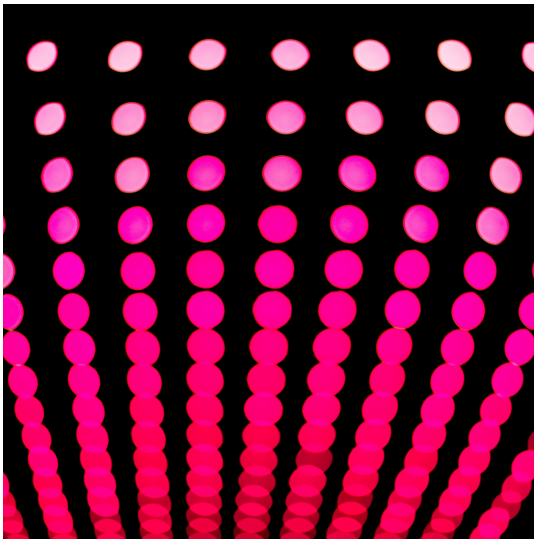
AND – finally. I made my first ever **QUIZ!** it was so fun. If you're in employment and wondering whether you're in the right job or not, have a go. There are some tasks and thoughts in the results of the quiz which will help you think

about your career and where you might want it to go. PLEASE let me know what you think as I'm already thinking up my next one...

That's it for today. Enjoy & let me know what you think? I'm always up for listening to feedback and tweaking - in the spirit of *kaizen* (continuous improvement), I'm all ears.

Take care.

Alex



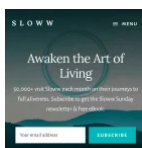
WELL ISN'T THIS INTERESTING...

MINDSET. If your mind is in the right place/state, it puts you in a powerful place to deal with things, excel at things and do what you want to do whilst enjoying the process.

I've picked out a few different ways to work on your mindset - different people need different tools, techniques, ways of thinking. Hopefully one of these will work for you.

"What keeps us alive and propels us forward are our actions, not our fears. Fear, if anything, paralyzes us. It blurs our judgment and blocks us from making the best possible decisions. Fear of failure doesn't drive our best performance. All it does is add anxiety. What truly drives us to success is our hard work. And you don't need to be afraid to work hard."

— **Mo Gawdat**, Solve For Happy



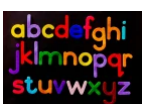
NEWSLETTER: SLOWW

I look forward to it every week and always find something interesting & valuable. The website is FULL of info too. All the content really makes you sit back and take a breath. I certainly need this right now!



PODCAST: Slo Mo

Mo Gawdat's series of conversations exploring "the profound questions and obstacles we all face in the pursuit of purpose in our lives." His book, Solve for Happy, is a must read too. Both are great for explaining how to train your brain. Much needed after 2020...



WORD: Guileless

To be sincere; honest; straightforward; frank. Don't

BOOK: Mindset

One of my favourite books ever. If you want to get your

waste precious mind space & effort by *not* being guileless! BUT – it's a fine balance. Being too guile can mean being naive so watch out for that!



head around growth mindset, this is it. Lots of tangible examples to help you understand what it means and the benefits it can bring

"True self-confidence is "the courage to be open—to welcome change and new ideas regardless of their source. Real self-confidence is not reflected in a title, an expensive suit, a fancy car, or a series of acquisitions. It is reflected in your mindset: your readiness to grow."

— **Carol S. Dweck**, *Mindset: The New Psychology Of Success*

WHEN I GROW UP... IG SERIES

Episode 2

February 05, 2021, 12:30 PM

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February 05, 2021, 01:15 PM

Click on Natasha's picture to see Apothaka Skincare on Instagram



FOUNDER – APOTHAKA SKINCARE

Natasha Dauncey

Very excited to be speaking to Natasha Dauncey, the founder of Apothaka®, a multi award-winning UK-based indie skincare brand, on the next episode of When I Grow Up...

Before launching the brand, a long career in healthcare/pharmaceutical market research gave her a deep understanding of health, illness, wellbeing and clinical research. Coupled with training in cosmetic formulation and a level 4 CIBTAC in advanced skin science, Natasha offers a much more rounded and realistic perspective on skincare and skin health.

Natasha is passionate about creating unique and thoughtful formulations which support a healthy skin barrier through a "less is more" approach to skincare. Whilst so much of the beauty industry is focused on an unrealistic goal around "perfect" or "flawless" skin, Apothaka® is here to reset the goal to healthy, happy skin (and healthy ageing while we're at it!) for everyone!

I'll be speaking to Natasha to tell us all her stories around how she got to where she got to and everything she's experienced & learnt in the process!

POP A REMINDER IN YOUR DIARY! FEBRUARY 5th, 12:30pm IG Live on [@yugencoach](#)

If you missed Episode 1 of When I Grow Up... with Julia Fawsley Grant @4.leaf_ click on the button & catch up!

WATCH EPISODE 1

"(A man with really shiny shoes said to me...) - just because you've proven that you can run at 100mph, doesn't mean that you have to run at 100mph all the time. I thought that was so wise - just because you've proven you can do something difficult, you don't always have to be out to prove yourself, you don't have to be the best ALL the time"

— Julia Fawsley Grant



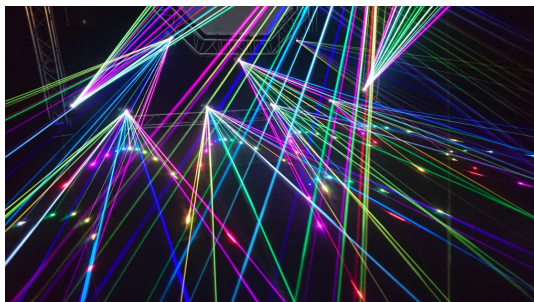
WHAT'S ALEX BEEN UP TO...

New Coaching Programmes

I've been working on my coaching programmes to make them more relevant to my clients & more comprehensive. They're clearly separated into **CAREER** - for those in employment and **BUSINESS** - for founders/ freelancers. Click on the fireworks to check them out!

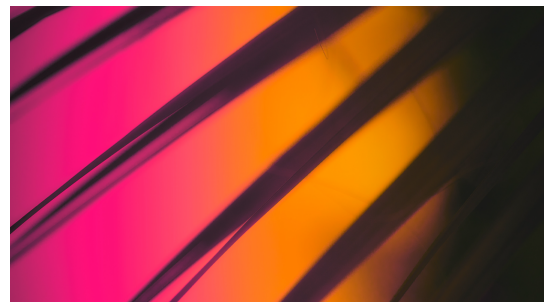
[Also, here's a bunch of other stuff I'm working on.](#)

A little extra...



THE FOUNDER FOCUS

A brand new project into understanding **Founder mindset & priorities** - reflecting on the year that's gone and the focusing on the



HIRING & DEVELOPING IN 2021

The results of this will be interesting to you if you're looking for or thinking about a new job. As a subscriber to

year ahead. This survey will be conducted annually so we can start building up learnings and trends over the years. If you take part, I'll send you the report when it's all done in February 2021.

If you know any Founders and/or self-employed people, please forward this survey to them. It'll take about 8mins!

my newsletter, I'll send you the report when it's done in February 2021.

If you are in a position where you **make hiring decisions** at your company, please spare me ~12mins and fill this in. All about **priorities & focus around hiring & employee development in 2021**.

If you have friends/colleagues who hire, please forward it on!

COMPLETE SURVEY HERE

COMPLETE SURVEY HERE

QUIZ: Am I In The Right Job?

FIND OUT HERE

Deep down, you'll know the answer – so this quiz isn't just about the end result.

It's more about **asking the questions** that will make you think about your job & how you feel about it in **a productive way**.

Whatever your result, I've included some tips/suggestions on **how to spend time evaluating and thinking** about your job/career – give it a go & let me know what you think! Send me a message [here](#) to let me know which result you got and/or if you have any questions about what you should focus on next!

That's all for today!

Hope you found something valuable.

If you've got any comments, feedback, suggestions, please drop me a message [here](#) or through any of my social media channels – I want to make this newsletter a valuable one vs. one you delete before you've opened it...(!)



You received this email because you signed up to the Yugen Balance newsletter or are working with Alex.

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