



Issue #2

The Nourishing Issue

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

Hey .

How are you doing? January was a weird month. Weird, long and difficult no? For me, it was both a mental and physical challenge – one affected the other obviously. Managing, navigating all the uncertainty and extra pressures + homeschooling piled on the mental pressure. All that mental pressure naturally puts pressure on you physically. Plus running this business and my other ones around childcare & homeschooling is just physically exhausting. Then I came up with a brilliant idea to start another business... WTF?! But anyway, my five learnings from January and half of February are:

1. work out **what nourishes me and what doesn't**. Then take it one step further – how can I make sure I do more of the things that nourish me? Schedule it in. Add it to the to-do list. Make sure they're non-negotiable!
2. you MUST find **time to rest** – properly. Not just watching Netflix. Proper 'nourishing' – whatever that means for you
3. **lower all expectations** – I am not a superhero (as much as I'd like to be) and hitting lower expectations and exceeding them is WAY better for you than not completing an unrealistic to-do list. One thing I've been doing is after I've written out my list, I actively move one or two of them to the next day
4. make sure you're in **contact with the right people** – minimise interactions with people that drain you, maximise interactions with people that make you laugh or make you feel listened to
5. **eat things that make me feel good**. Stop eating the things that feel good for a minute or two but then make me feel shit later!

What did you learn about yourself, about how to manage things in January? How are you going to manage February? I'd love to hear what tricks you've got.

So I've chosen **NOURISHMENT** as my loose theme for issue #2. Building on from issue #1, I think that you need to be in good shape mentally and physically to create and maintain a good mindset & in turn, a good mindset will help you

maintain the right level of nourishment in your life.

In other news. Julia Fawsley Grant from 4leaf and I are creating a new Masterclass that will be happening in April. Called **MAP YOUR PURPOSE**, the aim is to help people work out what their calling in life is. It's for people who feel a bit *blah* or actively unhappy in their job and feel it's time to do something that gives them a sense of purpose. Maybe something that makes them feel nourished (see what I did there?). Anyway, more detail to come in my next newsletter and across social but do let me know if you want to know more or know someone who might want to know more!

In other other news, I'm still looking for people to complete my two surveys - **THE FOUNDER FOCUS** and **HIRING & DEVELOPING IN 2021**. So if you haven't already, I'd be really grateful if you could please complete one/both if relevant. Then if you could forward onto friends, that would be amazing. More detail below.

That's it for today. As always, let me know what you think, if you've got anything you'd like to share, anything you think I should check out.

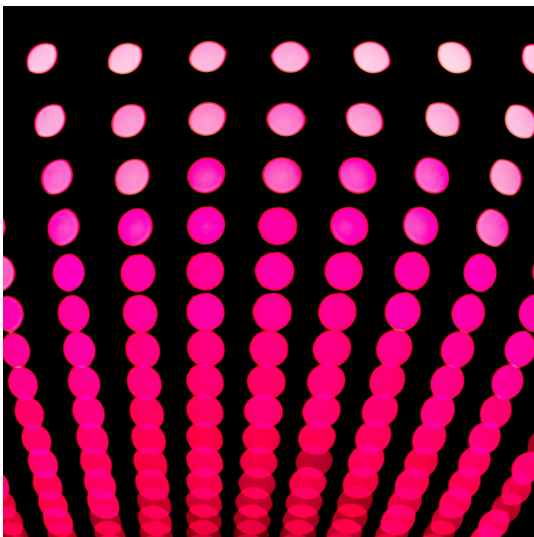
Take care of yourself.

Alex



Past Yugen Balance Issues here

READ



THIS MONTH'S FOCUS...

NOURISHMENT. It needs to come from multiple angles. Exercising 4 times a week won't benefit you if you're eating pizza everyday and sleeping 4 hours a night. This is what makes looking after yourself feel overwhelming. How can I fit all these things in, I don't have the headspace to manage all the different things I *should* be doing.

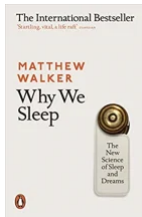
This is why we all have to work out our own 'programme' taking into account your life context. What's manageable in February? Then once we get into that groove, we change things up. What's manageable in March?

Be realistic then push yourself a little bit then review it every month. Avoid over-promising. You're never going to go to bed every night at 10pm and start intermittent fasting and run 10m (miles, not metres) 4x a week and journal every day and do a face mask twice a week and read 4 books a month and... If

that's what you really want, make that your end goal by all means but work up to it. But also, make sure it's what you want vs. what you feel you *should* be doing. Be realistic and don't try to trick yourself!

"Put yourself at the top of your to-do list every single day and the rest will fall into place."

— Unknown



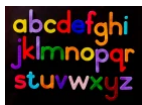
HUMAN: Matthew Walker

Sleep is the foundation & you need a solid foundation. Matthew Walker is amazing and talks sense. Some of it is scary but it's stuff you need to know. If you do one thing this month, read the book, follow him on Insta/Twitter ([@thesleepdiplomat](https://www.instagram.com/thesleepdiplomat)). Find him on podcasts.



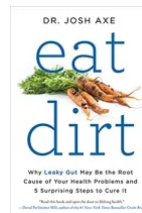
TV: Life in Pieces

I think laughing is a really important thing to do. Having fun too. It has an effect on your brain and how it feels - if you watch too many serial murder docs on Netflix, where's your brain gonna go? Give this a go. Each episode is short (20mins) so easily digestible. On Amazon Prime & Netflix (I think). Proper funny.



WORD: Selfish

So this is interesting. When I google'd "word for caring for yourself", the first entry that came up was a vocabulary.com definition for the word **selfish**. On www.wordhippo.com, the verb for taking care of yourself = 'paddling your own canoe' which focuses on being independent & not needing help. Time to make up a new more positive word? Answers on a postcard please.



BOOK: eat dirt

Whether you think/know you have leaky gut or not, this book is brilliant at explaining some of the basic principles of good eating & protecting your gut. Functional medicine is fascinating and Dr Axe is another human who talks a lot of sense. He's my go to when I'm googling anything health related ([@drjoshaxe](https://www.instagram.com/drjoshaxe))

"Ten days of six hours of sleep a night was all it took to become as impaired in performance as going without sleep for twenty-four hours straight."

— **Matthew Walker**, [Why We Sleep: Unlocking the Power of Sleep and Dreams](#)

Episode 3

March 03, 2021, 12:30 PM

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March 03, 2021, 01:15 PM



CEO @ Neuro-Insight UK

Shazia Ginai

Very excited to be speaking to Shazia Ginai, the CEO of Neuro-Insight UK, on the next episode of When I Grow Up...

Shazia Ginai is the CEO of Neuro-Insight in the UK, managing the growth of the business and overseeing projects across a range of media and industries.

A creative and curious insight and marketing professional with a passion for people and leading insight to action. She has a track record of successfully building and leading insight capability and embedding this into organisations to drive action across multiple markets and functions.

Prior to working at Neuro-Insight, she worked across the luxury fragrance and skin care brands at P&G after which she created and led the global insight function at ghd.

Shazia has a passion for truly actionable insights and the story told through data and is a strong advocate for gender and racial equality. Also a volunteer for Endometriosis UK as a support group leader, she is a huge advocate for driving awareness and research into menstrual health related illnesses.

I'll be asking Shazia to tell us all her stories around how she got to where she got to - it's an interesting journey! But also, we'll be talking proper serious stuff too - like D&I and endometriosis.

POP A REMINDER IN YOUR DIARY! March 3rd, 12:30pm IG Live on [@yugencoach](#)

If you missed Episode 2 of When I Grow Up... with Natasha Dauncey @apothakaskincare click on the button & catch up!

WATCH EPISODE 2

Natasha and I talked about lots of things from not doing what big corporates

make you think you *should* be doing, what you learn in the market research world, setting up your own business and obviously, skincare! But one thing that stood out to me was when we were talking about the benefits of having a mentor. A mentor is what gave Natasha the courage to start Apothaka. But a mentor's role doesn't end there!:

"I've been used to having a team and bouncing ideas around but now I'm completely on my own. If I had someone to talk to who was a bit more external and could be more rational, because I think I make a lot of decisions emotionally, I think I would really benefit from that"

— Natasha Dauncey

Catch up on previous episodes of When I Grow Up...

WATCH PREVIOUS EPS



WHAT'S ALEX BEEN UP TO...

I've been working on getting in the groove of being consistent on social - working with Camilla

[@humanedgemarketing](#) just before Christmas has MASSIVELY helped me with this. I no longer feel like I'm winging it :-)

I started working with a lovely new client in January - super excited to see what career path she ends up on!

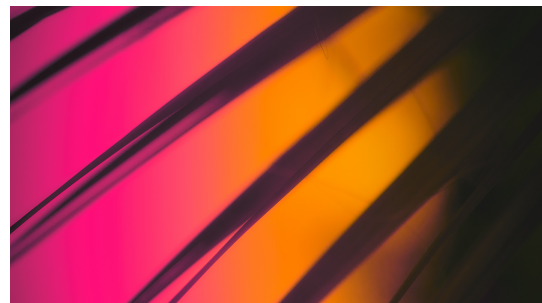
Focusing on the new MAP YOUR PURPOSE I mentioned earlier and also a new research consultancy - working title SNAP! I am genuinely loving all this time spent on creating and coming up with ideas. Though executing is obviously the tricky part...

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

I still need your help to get more people to fill these surveys in so I have a solid number to analyse!



THE FOUNDER FOCUS



HIRING & DEVELOPING IN 2021

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

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

That's all for today!

Hope you found something valuable to help you feel nourished!

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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