



*Rosalyn Palmer*  
Reset Your Mind. Reset Your Life.

# RESET YOUR LIFE PLAN

25 proven strategies for a blueprint for success!



# RESET YOUR LIFE PLAN

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03

# HOW TO GET OUT OF OVERWHELM

Probably the most insidious issue facing everyone today is overwhelm. It can creep up on you and you start to procrastinate as a defense mechanism against it.

Instead of doing that urgent piece of work you rearrange your sock drawer by colour. Or perhaps you push on through and create yet another TO DO list so as not to let anyone down. It haunts you. Soon enough you are running on empty. Stress starts to take a hold which affects you mentally, physically and emotionally.

So how do you take back your control and joy?

Think about the safety announcement on a flight that says: "In the case of decompression, the oxygen masks will drop and parents must put theirs on first".

Otherwise, they will be unconscious and that won't help the kids at all. So here is an

**O**  
**X**  
**Y**  
**G**  
**E**  
**N**

guide to get you out of overwhelm:

**O**n a single piece of paper write down everything you need to do and every little task that is bugging you and is probably keeping you awake at night.

**X** marks the ones that you really can't do anything about. You may be worried about them but you can't actually do anything at this time to alter them. Put a line through them.

**Y**ou must do some things but not all at once. Prioritisation is key.

So take another piece of paper and draw a box inside it, then draw a cross across the middle of this inner box to create four boxes. Write **NOT Important** on the bottom left-side of the axis and **Important** on the top left-hand side.

At the top of the first box write **Urgent** and at the top right put **Not Urgent**. Now put the things you really must do into these boxes, then deal with them in order of being important/urgent first down to Not important/not urgent. In fact, do you need to do these latter tasks at all?

	Urgent	Not Urgent
Important		
Unimportant		

**Get time specific now.**  
Put times next to the items in the boxes. Times such as today/this week/next week/this month/this quarter. Scope out time for them in your diary.

**Ensure you are motivated to do them by finding your 'Why'.**

Change items to do from the likes of 'Accounts' or 'Gym' to something like: 'Be my own financial guru' and 'Get my body beach ready'. You get the idea.

**Now take your first step.** Do something this minute to take back your life and your control by oxygenating your body.

Stop what you are doing, sit down somewhere safe, close your eyes and start to draw a box with your breath.

Breath in for four slow counts and draw an imaginary line in your head.

Hold it for four breaths and draw the next side of your inner visualised box.

Next breathe out for four counts and draw the third side then hold again for four counts and complete the square.

Do this about 10 times and then open your eyes.

Anytime you feel that sense of overwhelm creeping back, say to yourself or out loud: "I've got this".

Then follow the **O X Y G E N** steps again.

06

**14 STEPS TO  
SAYING NO  
TO WHAT  
DOESN'T  
SERVE YOU**

**“There is nothing noble in being superior to your fellow men. True nobility lies in being superior to your former self”**

**Ernest Hemingway**

The British and many nations are notorious for saying sorry and we often apologise for other people’s mistakes, such as being bumped into. There is nothing wrong with good manners, but to always be feeling apologetic means you are not in your own power.

You are probably very bad at saying “no”. It is seen as impolite. It is probably not something you are used to saying for fear of causing offence. Correct?

The counterbalance of a too busy To Do list is a Stop Doing List. The counterbalance to always feeling that you are exhausted, put upon, not being authentic or that you don’t deserve to be self-loving (not selfish) is to have a ‘NO’ list.

For starters, this can include the likes of saying:

## **1. NO to toxic people.**

The ones who drain you of time and energy because it is always about them and their drama or their need to always be in control.

These psychic vampires can literally drain the life from you.

If you suffer from fatigue or headaches, keep a note of who you are spending your time with.

Sadly, the worst energy robbers can often be those closest to us.

If you realise this, then you have one of two choices: put distance between you both and remove yourself from their presence or create a protective shield around yourself that helps to make you resistant to their ability to suck your life force from you.

When you meet them, imagine a white light all around you.

## 2. NO to Frenemies.

Especially those who seem to love to tell you when you are wrong/look awful/screwing up again, as if this is some sort of helpful therapy for you.

If you have to have a 'friendship divorce' then it will be sad but like any divorce, it will also free you up for something else and something better. The word decide is from the Greek for De Cide which means 'to cut off'. When you make a decision, you cut off from what was before and create something new. You must evaluate if your friends are supporting you, if they are helping you to grow or if they are pulling you down. Decide to change this.

### RESET STEP:

List below the people who you avoid calls from and don't want to text back in a hurry. Are they essential to your life and wellbeing?

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## 3. NO to physical pain.

If you have a physical condition that ranges from mildly discomforting to debilitating, the greatest gift you can give yourself is to at the very least manage and relieve this condition, or at best cure it.

While tablets and medical treatments should not be discounted especially for acute conditions, they can start to be counterproductive over a period of time. The very 'cures' themselves can bring side-effects and let's face it, there are no 'side' effects. Only 'effects' and unwelcome ones. If you read the list of contraindications for most tablets, you realise just how debilitating these effects can be.

All these alien chemicals in your body put your vital organs under stress as they try to expel them or balance the body. Much physical pain can be cured through renegotiating with your brain.

**4. NO to being wired by beliefs that are not working for you (and are often not even your own).**





Secondly, the layout is not as you remembered it. The passageway from your classroom to the lunch room or Head Teacher's office is probably short and boring and not the 'hall of terror' from your memory. It was all about perspective at the time.

When you were only five years old, those chairs were a lot bigger in relation to you. When you had to walk to the lunch room and that cruel boy would shout 'four eyes' or similar at you then that corridor became a place of fear, but it is now only continuing to be big and fearful in your mind.

## **7. NO to not daring to have the life you want and deserve.**

To opening your heart. To taking risks.

In her book 'Daring Greatly' Brené Brown speaks from personal experience and how following her breakdown she learned that being vulnerable and open is the greatest strength you can have.

Brown speaks about 'Wholehearted' people who are able to engage with the world from a place of openness; even if loving in such a way means you get your heart broken.

Because the opposite is to stay shut. To shut down your heart and cut yourself off from others and joy because you are afraid of being hurt.

No one likes being hurt.

Remember we are wired to avoid pain and seek pleasure. We are wired to seek connection and avoid rejection but the price of the ticket can be so high that we get the opposite of what we desire. Such as: "I want love and connection and the status of a marriage so the fact that Jim hits me when he has too much to drink is OK. He doesn't mean it. Look at our lovely house and he is such a good dad. He loves me. I will stay".

As relationship expert Dan Savage would say: ask yourself 'What is the price of admission?'. If the price of admission to your life is abuse or compromising yourself then evaluate if that is really rather too high a price to pay.

## RESET STEP:

Ask yourself: "What price am I paying for admission into my current relationship / or lack of a meaningful relationship?"

### **8. NO to staying stuck because you just don't know what you want.**

Take a piece of paper now and draw a box within it that is just a little smaller than the paper when placed vertically.

Outside the box on the top left-hand side write: In my life now. On the right-hand side write: Not in my life now.

On the left-hand side outside the box at the bottom write: Don't Want. At the top write: Want.

Then draw a line across the middle of this internal box to create four boxes.

Then sit quietly. Relax. Breathe. Think about your life now and the life you want to visualise or get a feeling about and fill in the boxes. Drill down in this exercise by taking the items in the top right-hand box ('Not in my life now that I want) and make an availability list.

If, for example in this box you have 'A clean and tidy and calm home environment' then list what is available to you now? A cleaner perhaps?

You may start to tell the story of 'I just can't afford that', but can you if you put something else on your 'not doing' list instead?

Something such as 'Stop drinking half a bottle of wine each weekday evening'.

This is a win/win situation.

You will resolve to stop buying at least three bottles of wine each week and the money you save can pay for a cleaner once a month.

If, for example, in this box you have: 'A partner of my dreams' but you are questioning whether they will truly be available then you need to make a 'Let's make it available list'. A little effort and planning for a great reward.

So where are those people you could have a new and wonderful relationship with hiding? Well, probably on an online dating site.

They are hidden in plain view out there on the internet.

From personal experience in this arena I can offer the following advice: firstly, choose a dating site that fits with your values and personality. I would suggest that if you want a life partner, especially if you in your 40s and beyond, that you give Tinder a miss and even steer clear of some of the large-scale free matching sites.. It will take ages to sift through the players to get to 'the one'.

If, for example, you would like to share your love of golf with a special someone, then check out dating sites for single golfers. Even if the chemistry isn't there, you may spend an enjoyable half day playing nine holes, improving your handicap and possibly find a new golf partner.

Put it in (temporarily) the part of the grid that lists: 'In my life now and don't want' box. All the items in this box then need to go straight onto your 'Stop doing list'.

### **RESET STEP:**

Draw the box out now and complete the exercise above.

## **9. NO to being limitless.**

The movie of this name, Limitless, is actually based on some truth. There is a drug, Modafinil, that was created as a medical helper for people who suffer from narcolepsy. If you suffer from narcolepsy you suffer from the inability to stay awake throughout the day without suddenly falling asleep.

Dave Asprey of BulletProof coffee fame (who I've met and I drink Bulletproof Coffee so I hold in some esteem) has used Modafinil for many years and says it has improved his life.

Dave still uses it occasionally although he says that he doesn't need it any more. It is a nootropic – a drug that enhances your natural abilities or performance (this time to get more done and focus more).

According to Dr Scott Vrecko, nootropics might not increase a person's ability to receive, remember or process information; instead, they will have a positive effect on a person's mood while performing these tasks.

Vrecko spent a few weeks at an American university collecting testimonies from students.

Many said that the pill made them feel more capable of performing their tasks – even before they got started.

Another study points out that 50 Modafinil could induce a state of excessive confidence. Personally, I've not tried it.

I can see the attraction for students or those facing ridiculous deadlines (I recall working 24 hours straight through in my PR Agency days once to prepare, present and win a pitch).

My caveat is that we are not limitless. If you try to push through your natural boundaries, sleep patterns and energy levels on a regular basis then you will find you are the opposite of limitless.

Let's remember that we are human beings, not human doings.

### **RESET STEP:**

What can you do right now to stop doing and just be?

## **10. NO to believing it is not possible.**

On the flipside of taking a Limitless pill is a pill that openly tells you that is a placebo.

A very interesting company called XPill tells you that its (rather unimaginatively named) XPill, can help you to change your life. To become limitless and that this pill is a placebo and basically a super vitamin tablet.

I attended a seminar where someone took one on stage with a glass of water. Before they swallowed this pill, they made a commitment to what it would change within them; from memory I believe the young woman wanted to summon up the courage to make a country move to a new life.

What the organisation behind XPill have realized is that it is the intention, the visualization and public commitment to your goal and dream that is important. The pill is a symbol of this. I've received a few newsletter updates and this lady made her move and many others have followed through on their vows.

Perhaps we just need a physical representation or marker of those intentions?

Like Roger Bannister and all athletes who set Personal Bests and then better them, you can set and raise your 'Limit Level'. Just like all those who beat the four-minute mile because they knew it was possible (or limitless) you can do the same.

### **RESET STEP:**

What could you do if you knew you couldn't fail? List as many as come to mind:

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### **11. NO to a chaotic day.**

I love to start each day with a meditation and then yoga. Meditation allows me to quiet my mind. I find that guided meditations are best as they stop the mind chatter from coming back in.

The mind thinks involuntarily just like the heart beats involuntarily so trying to command it to stop thinking is like trying to stop your heart from beating unless you get some tools to help you. I used to lay awake at night with a non-stop chatter of thoughts and an endless mind full of a 'to do' list taking the place of sleep. My body held so much stress that I had a number of stress related illnesses.

I recommend to my clients to use square breathing to quiet their minds. It is easy: you close your eyes and imagine you are drawing a square with your breath by breathing in for four counts, holding it for four counts, breathing out for four counts and again holding it for four counts. This combination allows me to let go and face the day ahead in a more positive way and with increased energy.

My own range of recordings is growing and you can find a link to a FREE hypnotic recording at the end of this book.

## RESET STEP:

Go and download the recording now and plan when you will listen to it.

## 12. NO to going it alone.

What is really important is to embrace these ideas that will push you beyond your own limits and self-sabotage.

Think about mentors (alive, dead, real or imaginary) who could guide you in this process. Create a 'Sounding Board'; a board of imaginary mentors who you can turn to for inspiration or guidance.

For example, let's say you want to set up a Children's play scheme. Walt Disney would have something to say about that. Have Walt on your 'Sounding Board'. Invite him in your planning process to a meeting. "So, Walt, I was thinking that the play scheme could be all based on frogs. They are part of the cycle of life and I like them. What do you think?"

Hear what he'd say in your mind. Many of my clients find that someone strong and bulletproof such as JK Rowling or Sylvester Stallone (people who bounce back from rejection) are a great companion to have by their side when they go into scary situations. You can of course involve real people.

Who do you respect in your family, community, or circle of friends? No one springs to mind? Then join one of the many business breakfast clubs or networking associations where the sharing of ideas, mutual support for business development and training are all regular and important activities. Work out, by visiting a few, which networks are best for you. Personally, I prefer women only groups that meet during the daytime for a lunch with networking and a speaker. I do go to others, to mixed business groups and smaller ones too. You will find your tribe. Just ask yourself: 'Am I looking forward to this meeting?'. If not, don't go unless it is really stretching you out of your comfort zone in a good way and you can see tangible results (such as people buying your service).

## RESET STEP:

List below your sounding board members:

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### **13. NO to not putting yourself first.**

The character of Celeste Wright in the powerful American drama series Big Little Lies is played by Nicole Kidman.

Celeste looks to have the most perfect life and incredible marriage to a sexy younger man who adores her. They have two blond beautiful boys. A beachside house. She is beautiful and has wonderful friends. She seems to have a passionate sex life too. But we lift the veil over the series and see into the dark reality of her world.

That she is an abused wife.

Nicole Kidman won an Emmy award for her performance and while accepting her award she spoke out on the issue and the need to recognise hidden abuse.

She said: "It is in this role that I have come to fully understand the barriers that women around the world are facing. I have focused on lending my voice to women who are survivors of violence.

The stories I have heard from them have shaken me to the core and changed me forever. More than ever, I am aware of the need to support and celebrate each other".

So, start with yourself. Support yourself and determine to have the life you deserve. Celebrate every step towards it. Putting yourself first is not selfish. It is self-preservation and essential if you have children or others who depend on you.

The analogy of the Oxygen mask on an airplane is essential to remember here.





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**THE FIVE  
POINT  
BETTER  
LIFE PLAN**

Businesses always work out better ways to plan and behave. Yet those who work in corporations and spend huge amounts of time on training, development and detailed business plans fail to have a life plan. They wouldn't start a project without a project plan but have no blueprint for their life.

**The Five B's of a Better Life Plan** comprise:

1. **Belief**
2. **Blue sky thinking**
3. **Bait**
4. **Brand you**
5. **Bulletproof**

**Beliefs:** You should now be better positioned to question and reassess your beliefs, having a greater understanding of where they come from. Those beliefs that were forced upon you as a child by your parents, teachers or leaders were never yours in the first place, so you have assessed if they are working for you now.

If they are, this is good. They are underpinning who you are.

If they are not and you feel at odds with them, throw them out now.

Cultivate a better belief. For example, if you have been pushing for business success and doing quite well, but feel uneasy about it, as the mantra in your head is that 'Money makes you evil', then discard that outdated belief immediately.

**Blue sky thinking:** is about taking the cap off of your expectations, dreams and desires and asking yourself, 'What could my life look like if...', 'How could life be if there were no limits to what I could do?' Ask other limitless and great questions to disrupt complacent thinking, habits and results.

**Bait:** is about why you are even going after something in the first place. Why do you want to be CEO of your company, for example? You have to really have a strong 'Why' in order to put up with long hours or stress and the pressures that would go with that one.

Everyone's bait on their hook is different, but you do need to examine yours and see if it is strong enough to hold and land the catch you desire.

**Brand you:** is understanding and building upon the fact that you are your own brand.

It is like lettering in candy rock at the English seaside. The name of the resort is written in the stick of rock, and if you cut it anywhere across its length, that name will still be spelt out inside: Skegness, Blackpool, Southsea or Torbay etc. The principle is the same. Each touch-point along its length reveals exactly the same identity.

Being your own brand means that you have congruency: you are your authentic self and you are not hiding behind a mask. If you are self-employed, a trader or practitioner of any kind, everything about you is your brand, from how you answer the phone and reply to emails, to your logo and branding, livery on a vehicle or the way your premises look right through to how you look and behave.

How many times have you come across a tradesperson who has a super eye-catching logo, a flash local newspaper advert and bright livery on their van, usually promising something like 'Plumbing Solutions', only to ring them and get no reply?

You leave a message for them. Days later they reply while they are out and don't have their diary with them. Not much of a solution at all for you, especially if your toilet is still leaking.

All of that investment they have made in their 'brand' is wasted, as to you their brand is unreliable and unobtainable, so you are busy asking the neighbours for a word-of-mouth recommendation to find someone trustworthy whose word is their brand. They may not even have a business card, but that is not a recommendation either in the grand scheme of 'Brand You'.

My late father employed a gardener who did a brilliant job. All the neighbours wanted details about him. He didn't have cards or leaflets. He didn't even rip up pieces of paper, scribble his details on them and post them through their letterboxes. He obtained no business from the neighbours, they all went elsewhere, and when I bumped into him a few months later and he complained that business was a bit slow, I had to bite my tongue.

There will be days when the best your brand can do is dress up and show up. That means be reliable and turn up when you promise.

Dress up means dress the part.

A friend recently posted a picture on Facebook from a conference she was attending. In it Richard Branson is leaning over the stage cutting off a man's tie with scissors. I wasn't an attendee, but I can guess the context. It used to be called 'suited and booted' and of course many workplaces have dress codes.

So what is your degree of flexibility here? If you are now in business for yourself, reinventing yourself after being made redundant, semi-retiring, coming out of a divorce or other life change, take some time on your image too. There are some amazing image consultants who will work with you to cull your wardrobe and even shop with you to find clothes that suit your body shape, personality and desires. It may seem extravagant and throwing out 21 bin bags of clothes can be quite painful, but it is ultimately cathartic and liberating. I did it.

I would open two crammed wardrobes and declare that I had nothing to wear, as many of the clothes didn't fit well, didn't flatter me and didn't go together. Now that is not a problem, and having fewer but better clothes also adds an extra dimension to your life.

Simplicity and cutting down choice and dilemma allows you to focus more attention on the things you want to put your energy into.

I've worked with some of the world's top movers and shakers and have observed that, on the whole, they do not have complicated lives in terms of the clothes they wear or the food they eat.

They have 'restricted choice' in areas that are necessary, such as their wardrobe, and this allows them 'unrestricted choice' in other areas. They have a strong sense of image and brand so their look will not fluctuate wildly.

Their food, which has probably been developed as a peak performance diet to keep them fuelled with energy without empty calories, will be quite limited.

Their brands go all the way through and when they don't, that is when trouble arises.

There is a great quote that says: "Be the person your dog thinks you are." Another is: "Character is who you are when no one else is looking."

This is the hard part. Being at one with yourself and your personal brand at all times.

When you are in alignment with your personal values, you feel happier, more at peace with yourself and your confidence increases. You sleep better. You are able to move towards your goals, as you have a strong grounding.

There are an overwhelming number of courses and methods to help people to untap their true potential and get back in touch with their authentic selves.

For starters, make a difference and revisit all the exercises in this book so far. If you haven't completed some, take the time now to do so. your 'Stop doing list'. If it isn't on there, add "I will stop talking to myself in such a negative and self-destructive way, which makes every day a soul-sapping experience, lacking in hope and joy".

Next, determine to stop comparing yourself to others.

You will either feel better or superior and this may lead to either hubris, being conceited or feeling worse. This may lead to envy, resentment and a feeling of failure on your part.

Social Media is so hurtful in this way. It is one of the reasons why so many teenagers (or even children) and young adults feel so depressed and unhappy. To escape those feelings, many turn to self-harming, adopt dysfunctional eating habits, and contemplate – and sadly commit – suicide.

When I was a teenager and I was having a bad day, I'd share my feelings with my diary, listen to something uplifting, read something to absorb me and otherwise carry on. When I was a student, the nearest phone was on the corner of the road and required a lot of change in order to share how you were feeling.

At any time, one of the most powerful exercises you can do is to write down how you are feeling in a journal or just on a piece of paper. You can write this as if it is a letter to someone if they have hurt you and express just how their actions or words cut deep and made you feel. Or you can write to a younger version of yourself. As if you are now a sage older relative who wants to give them some tender and judgemental advice. Also remind them of how amazing and beautiful and perfect they are just as nature intended and they are already. Remind them that they can only ever be the best version of themselves as everyone else is taken.

### **Set Goals:**

Next, it may be clichéd but it is true that you have to enjoy the journey. Your life is a journey. It is self-evident that the most successful people attain more.

If you read any autobiography of a great achiever, you know this to be true. What they all have in common is that they set goals, as goals are instructions to yourself.

When you set a goal, you are commanding yourself and moving in the direction of your vision or dream.

Goal setting is the most important skill you can ever develop and it is a skill that is 100% learnable.

Admittedly in life there will never be a straight path from A to Z. The trick is to keep focused on the end game, but be flexible along the way.

See your mistakes as invaluable lessons. Learn from them. I used to have a sign next to my desk that said: "I've learnt so much from my mistakes, I think I'll make another." Whilst this is not a life strategy, it is a salient lesson to always remember. There are countless examples of this including Einstein who said: "It's not that I am so smart, it's just that I stay with problems longer." He had focus and perseverance. When you hit bumps in the road, focus on the solution and how to fix it there and then.

Just do it. Procrastination is just fear or a need for perfection and neither leads to great results or happy lives.

In the novel *La Peste* by Albert Camus, there is a character called Grand who can never complete what he is writing.

He must always know more before he can get it right, for example studying Latin, just so he can perfect his French and always find the right word. He has a constant search for knowledge to produce a perfect prose, and because of it his writing lacks heart and is never finished.

Do you think J.K. Rowling works like that?

She creates some of the finest and most successful fiction in the world today. She plans meticulously, then sits down each day and puts those words onto paper, and this action together with her amazing imagination brings forth a rich world. If she was still procrastinating about whether Harry should be called Fred, hook up with Hermione, if he has a scar on his forehead or cheek, then millions of children (and adults) around the world would be deprived of the books, movies and theme parks that her genius has spawned.

The director of *Titanic*, *Terminator* and *Avatar*, James Cameron, manages to produce Oscar-winning movies and yet maintain high standards.

He says: "People call me a perfectionist, but I'm not. I'm a rightist. I do something until it's right and then I move on to the next thing."

### **RESET STEP:**

What can you now admit is 'right' or 'good enough' and let go of or complete in order to move onto the next goal?

Have you set goals?

If not I have an excellent *Success in Goalsetting* course that combines transformational therapy, coaching and a workbook. You can find it [here](#).

## **Becoming Bulletproof:**

Whatever advice you try on for size and then walk around with, you must know that fulfilment and success does not come simply because the universe decides life will all go according to your plan.

There is no doubt in my mind that you can manifest many wonderful things in your life and that ultimately God (the universe or greater force or whatever you choose to call it and believe in) is not 'out to get you'.

It actually wants to support you. And love you.

As people, jobs, business situations and just about every aspect of your daily life throw up these curve balls, it can feel overwhelming and so many of us feel browbeaten and exhausted by the unrelenting demands of it all.

The key is to become bulletproof to it or to see and learn the lessons in adversity.

It is often in what appears to be the greatest moments of challenge that the greatest opportunities and growth arises.

I've been made redundant three times in my career.

The first of my redundancies was in Yorkshire. This wakeup call in my so-called glittering career path led me to think 'What next?'

The PR industry was just taking off and I was advised that Lynne Frank's PR was THE agency to work for, so I applied and was called in for an interview where I met Lynne's then husband, Paul Howie.

He, like everyone else in the uber trendy glass-ceilinged office, was wearing black and his office resembled a gulag. I sat on a very uncomfortable metal swivel chair on the opposite side of an industrial-sized metal desk. After a while he said: "Well I think we may take you on, but it is up to Lynne, so come next door and meet her."

I duly followed and entered what can only be described as a Bedouin tent. Lynne was sitting cross-legged on a Kilim carpet eating macrobiotic food.

Thus I began two years in a world where trips on the Orient Express, breakfast with Daniel Day Lewis, launch events attended by the Rolling Stones and seeing every leading fashion designer in the UK at close quarters were regular occurrences.

I cut my teeth on the leading-edge PR of its time, ran an account that was named as one of PR Week's Top Ten Campaigns of the 20th Century (Brylcreem), and put amazing experience on my CV.

Thanks redundancy.

My second redundancy came in 1991. The late 80s and early 90s were a crazy time for agency mergers and takeovers and the marketing agency I joined in 1988 was taken over by an advertising agency in 1990 that itself was taken over a year later by Omnicom, which was, at the time, the world's second largest agency group.

I was given the choice of either a job at a bigger PR agency that was part of the group or to walk with a redundancy payment.

I chose the latter.

Setting up shop in my spare bedroom at home, with office furniture bought from a clearance store in East London.

On day one I had three clients and enough money with their contracts and my £5,000 redundancy package to last the year.

Nine years later, having won the coveted PR Week Award for Best Small UK Consultancy and runner-up in the Women into Business Awards, I sold the company when it had a £1.3m turnover.

When a door closes, a window invariably opens. Be open to it.

The third redundancy was a tad unexpected. To be honest, I think they had really wanted to fire me for a while as we were not all seeing eye to eye.

What was good was that it was all amicable and I again had time to ask myself, “What now?”, and at my first ever foray into online job search I found, and a week later secured, the position as Head of Marketing & Communications at the charity The Leprosy Mission England & Wales.

Over five years, amazing work led me to meet some of the world’s most disadvantaged and tribal people across Africa and Asia, work with caring co-workers, go on two overseas trips with The Right Hon Ann Widdecombe, spend a lot of time at the House of Lords and enter the world of NGOs, charities and World Health organisations.

Redundancy led to the opportunity.

I find I can keep all of this seemingly random synchronicity in mind by visualising a ‘Compassion Compass’.

Life may seem random, and sometimes our best efforts to plot a course to happiness or fulfilment may get set back or even thwarted, but if you trust that your life is guided by a greater force, in this case, your ‘Compassion Compass’, then it stops being scary.

A few things led me to establish the ‘Compassion Compass’. Compassion is one of the highest values of all, so my vision is of a compass where the set point is firmly in the direction of compassion.

In the early 2000s, one of my marketing consultancy clients was True North and I loved the imagery of the True North: the place we all ultimately want to chart our way to. There are many deep and spiritual meanings to the directions of North, South, East and West. Celtic symbolism holds that the East equals air, communication, new beginnings, new growth; South equals energy, passion, creativity; West equals water, emotion, psyche, movement and North equals earth, home, security and fertility.

With the Compassion Compass the set point is always to be kind to yourself and others. All the strength that you need to save you is within you. The trick is to tap into it, hone it, head towards it, and if the road gets bumpy or you lose your way, trust in your 'Compassion Compass' that maybe things that don't look so good at present are actually there for a good or greater reason.

Like my redundancies.

It was after studying mindfulness several years ago that I discovered the Gratitude Journals I referred to earlier. Through the expression of gratitude, we are able to not only be present in the moment but by finding the good in even the smallest of things, get flooded with an appreciation that cannot fail to change our mood and outlook for the better. We are always focused on what problems to solve, to the extent that we overwhelm ourselves and put ourselves in a stressed state of constant alert. Think about the word 'overwhelmed'. Then its opposite 'underwhelmed'.

We get overwhelmed by the challenges and difficulties of life. We get underwhelmed by ourselves, our responses to life, our visions of the future. Now is the time to change that.

Every day there will be something to be grateful for. Even if it was the nice chap on the underground who offered you his seat as he saw how weary you were. A smile from your grandchild. A moment spent watching a bird feed from a tree.

Notice and rejoice. By noticing the positive, you start to rewire your brain's neural pathways to think positively on a regular basis. This leads to happiness and happy people release more endorphins, so they are healthier and less stressed.

Those who are happy with themselves make better partners in both business and personal lives. They don't need to belittle or control others in order to feel good about themselves.

They are able to be at one with themselves and then let others in, and love and support them too.

There are beautiful, soft, leather-bound Gratitude Journals that you can buy, keep by your bed, and work through the exercises they contain every evening and morning.

Failing that, you can grab a piece of paper and a pen or use the 'notes' on your computer or phone.

Start now.

### **RESET STEP:**

Take a moment and think about, then note down, four things that you are grateful for regarding: you/your life/your home/your friends/your family.

Don't be churlish here. You can always find four.

Even if you are estranged from your family, perhaps one of the things is that you like the distance!

Better still, just be kind and find something, some little nugget of praise or respect that you can offer.

If you are not used to using this muscle – the grateful or kind muscle – then think of this as starting with those little weights at the gym. You can work up to the heavy and impressive-looking ones later.

**“Enjoy the little things, for one day you may look back and realise they were the big things.” Robert Brault**

What you will find, even via this short exercise, is that gratitude works at a feeling, as well as a thinking, level and it makes you more resilient and bulletproof.

We speak about 'heartfelt gratitude', not 'intellectual gratitude'.

It is a good path to good feelings, and guess who benefits the most when you think about all the things and people you are grateful for?

You.

Try it without adding yourself to the list. You will still feel better.

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**ABOUT  
ROSALYN  
PALMER**



## About the author

Rosalyn Palmer is an award-winning Advanced Rapid Transformational Therapist/ Clinical Hypnotherapist and Coach with proven success in addressing issues, particularly for high performing and high stressed executives to enable people to add joy and positive change back into their portfolios.

She works worldwide via Zoom (and has been doing so for four years) and is a member of the National Council of Psychotherapists, General Hypnotherapy Register and Complementary & Natural Healthcare Council.

Rosalyn is also a broadcaster and newspaper columnist and in-demand on other radio shows, podcasts and publications on the issues of emotional wellbeing and business resilience.

As bestselling author of the award-winning self-help book: 'Reset! A Blueprint for a Better Life', Rosalyn makes emotional wellbeing accessible to all. She connects by being open and telling her personal story of resilience/recovery and hope.

Rosalyn writes with honesty and draws on her wealth of personal experience with a background in running an award-winning PR company in London, journalism, marketing and communications for international charities. Her many life challenges and highs and lows took her from being a self-made millionaires at 40 to a single unemployed mother five years later. She has found resilience in overcoming many life challenges including cancer, divorce, loss of identity and wealth, country moves, re-invention of career, depression, crossing class barriers and more.

As the 'power behind the throne' for many celebrities, royalty, leading CEOs and leading PD experts, she gained massive insight into their lives and philosophies and saw behind the mask of achievement and outward success from the 80s onwards.

She is also a co-author of Amazon No.1 bestselling self-help books 'Ignite Your Life for Women' and 'Ignite Your Female Leadership' and soon: 'Ignite for Female Changemakers'.

She lives in the UK.

To sign up for Rosalyn's monthly newsletter and receive a FREE hypnotic download: "I'm so over Overwhelm!" please go to: <https://www.rosalynpalmer.com/freeresources>

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