

New Year outlooks

SPEAKERS

Susan Heaton-Wright

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Welcome to the superstar communicator podcast. My name is Susan Heaton-Wright, a leading impact speaking and communications expert. My aim is to show you how to make an impact. So you will be heard or listened to and respected for career success. Listen weekly to the podcast and go to our website, www.superstarcommunicator.com

Hello, this is Susan Heaton-Wright. Speaking from Superstar Communicator, this is the time of year when we are reflecting on 2021, which is the year that we're in. And also looking forward to the new year 2022. And I do know from many, many people, that they spend quite a bit of time thinking about their goals, reflecting on their income for the year, what they've achieved, which are really, really good things to do. And certainly as a business owner, or if you're an ambitious employee of a corporate or SME, you will be starting to focus on your new year and goal setting, perhaps how much you're going to earn. If you're a business, how many followers you might be wanting to get in social media, Will I win my promotion, they're all target driven. There is obviously a lot of value in this approach. However, we are more than the number of followers we have on social media, and our job title. We're also individuals. And we are in my case, I'm a mother, I'm a daughter, I'm a sister, I'm a wife. And those things are all part of me. And I wanted to share with you an exercise that I do every year and you're able to download a copy of this, you need to go to www.superstarcommunicator.com/newyearoutlooks . And you'll be able to download the exact grid that I have in front of me now. And I will put the link in the notes for this particular podcast.

But it is a really good exercise to think about your values, what really matters to you. I've got this in front of me, and it has a grid of 18 things. And each of them has a word. And for you to think about what you're going to do on this on the top line we've got do more, do less travel to become achieve, speak, there are others in that you'll need to download that. I do this with my family every year, I have got all of the previous years, which are quite funny. And the great thing is that first of all, you spend some time thinking about what you're going to do more of what you're going to do less and write them down. And the real value is when you start discussing this with your partner, your friends, your colleagues, somebody that you can be open with and have an honest conversation with because, in fact, it's those conversations that are the most valuable part of this exercise.

And it starts getting you to think about what you really want to do with the next year. Now I know when I did this at the beginning of 2020 I had lots of big ideas and had to change them quite quickly when we went into lockdown because of COVID and the pandemic. However, there was still huge value from that. So what I will do is say do more. So I would think do more exercise. Do more world walking outside do more. Do more swimming, do more healthy eating. Do less, do less eating, do less procrastinating, do less time wasting. The next one is travel to which could be well. Hopefully, I will be

able to travel overseas because I haven't for the last two years. And I would really like to go to Morocco. If that's possible, but I would also like to travel to my friends to see them those that don't live locally, so I can catch up with them, and so on, you write those things down. And then, you know, you could even do it by zoom, you could have a chat with somebody else to see what they've said, how perhaps you could move that forward. So travelled to, it could be that the other person says, Well, you know, what, I know of a great place that you could go and visit in, in Morocco, you would love it, and there is this overnight safari in the desert, I could give you the details of the company that we use, because, in fact, when we start talking, it becomes conscious, it becomes real, and you become accountable. So I want you to get the most out of next year.

And believe me, this is about the superstar communicator. When you have spoken communication in with your plans, developing conversations with others, then, that's one of the ways that the magic starts. So I wish you a very, very happy, safe 2022. And remember, if you want to get a copy of this, where you need to go to www.superstarcommunicator.com/newyearoutlooks . I hope you enjoyed this exercise as much as I do. And I hope that if you do enjoy it, you will let me know what you got from this exercise. And perhaps you started as one of the things you do every year in your family.

So until next time, this is Susan Heaton-Wright from Superstar communicator. Thanks for listening. You have been listening to the Superstar Communicator podcast. Don't forget to subscribe and review the podcast on iTunes and on App. Please contact us if you want to discuss any topic to suggest a topic for us to include or a guest who could come on to the podcast, go to www.superstarcommunicator.com