



SuperStar Communicator Podcast

Best 2025

Nick Simon

Live

Susan Heaton-Wright

Absolutely. Okay. So thank you very much for joining us. We've got Nick and Susan here, which is absolutely brilliant. And what we're gonna be doing is talking about our, about the livestream, about the 2024 and looking forward to 2025. Nick, have you got anything to say about that before I continue?

Nick Simon

It's it's gonna be interesting. We've got the the booklet. So, it'd be interesting to see how the kind of reflection and looking towards the future is, set out on this.

Susan Heaton-Wright

Yeah. So for anybody who is watching, we have created here at Superstar Communicator a great 2025 best 2025 book for you to download. So we have put the link there for you to register and then you can download it either as a digital fillable book or so that you can print it off because I know some people enjoy doing that. So why on earth should we worry about looking at 2024 and moving forward to 22 and 25 now? I don't know about you, Nick, but you can get so busy, and this is a busy time of the year when we're preparing for Christmas and Christmas parties and all of those things. And we can forget to reflect and to celebrate our successes of the year. And this is something that I became aware of very much when I was an opera singer that you would be working on one thing and you'd literally then move to the next thing without ever stopping even for a few minutes to think, you know what? That went well. I should be proud of what I've achieved there. Is there anything that I'd do slightly differently next time? And it's very easy in life to just move forward going from one thing to another.

Susan Heaton-Wright

Oh, next thing's Christmas, then it's New Year, and then I've got to get more business or I've got to I've got my goals for 2025. But doing it in a combination of things can really, really help. Is that what you do, Nick?

Nick Simon

Yeah. I was just interested in, when you mentioned going from one performance to another, it's, you can sort of not lack the time to sort of reflect on, the performances and, the production beforehand and see, you you don't really get to learn from those things that you did. But I was just interested in seeing how how can people take the time to kind of, reflect on what you've been doing. Do you

Susan Heaton-Wright

know that's a really, really good point? Only this morning, I was working with one of my clients. Obviously for confidentiality reasons I can't say who this person is. But when we started, I gave them an exercise to do that at the end of each day was reflecting on how well they've done. And some people call this the sort of happiness thing or or gratitude where you choose 3 things that you've done that you're proud of. But I expanded that exercise so that they would really recognize what they'd achieved, what they were proud of, and how they had contributed to those successes. So over time for this particular client they have it's become set in nature with neuroplasticity. As you know, when you start doing new things you can train your brain to think automatically in that way. And what I would say is that that is a really good exercise to do and if you work in a team as part of the process in the in the end as well as celebrating that you've finished to reflect on what went well, what perhaps you could modify for next time, that sort of thing.

Susan Heaton-Wright

And this is really an annual one as looking at things over the year. What what are your thoughts about that, Nick?

Nick Simon

Yeah. I think, from my point of view, as a composer and and doing these kind of, projects, it's it's always nice to actually, go back on pieces that you previously made. As an artist, I think that's one of the nicest things about the, process of starting off and developing your style and that kind of thing, going back to where you started and seeing how you, kind of had initial ideas that, you slowly but surely built up and seeing how you can take those ideas into the future. Yeah. And from from a kind of career point of view, it's it's nice to see that, the progression that you've slowly made over the the course and and see the new knowledge that you've gained and the new people you've you've met.

Susan Heaton-Wright

Yeah. That's a really, really good point. And I know, we both know because we, at different times, have worked in the music industry ourselves, there is often a focus on what you've got wrong, rather than looking at the big picture and thinking about what you have achieved and what has gone well. And that's an important thing and that's hopefully what this book is partly about. Yeah, you know, taking a little bit of time to reflect on this. I wanted to share with you a couple of things that I do every year. I've got this, I don't know if you can see this jar, but it's, a fabulous year, 2024. And in here, I write down on bits of paper things that I've done, and they might be little things.

Susan Heaton-Wright

So there's one here, and it says, net walk around Panshanger Park. And I remember it exactly, it was with a lady called Rachel, and we had the most fantastic couple of hours chatting to each other whilst being in nature. If I'd not written that down, I would probably have forgotten that. That's something that I would recommend to everybody that get a big jar and start this in 2025. And then at the end of the year, they can look back on what what they've done. They might not be big achievements. It doesn't matter. But it's to remember those people you've met and all of those things.

Susan Heaton-Wright

Have you thought of doing that, Nick?

Nick Simon

Oh, that's a great idea. I think, if you find yourself having the free time, you can sort of, go back into it and look look at all those ideas. And, I've I I was just thinking about all the notebooks I've got, that I've written ideas down, but just sort of forgotten them. So that might be a nice thing to Yeah.

Susan Heaton-Wright

Might be a better way of doing it, having a an ideas jar.

Nick Simon

Yeah. But one of these these notebooks that I've I've got is literally got dust, laying about, and I could actually take break those, notes off and put it into a jar and see, you know, if I if I, one time, just put my hand into the jar.

Susan Heaton-Wright

That's a great idea. And another thing that I have is, a to do list, and it's got a 100 things. And, you know, towards the end of December, I start writing things I'd like to do next year. And there are going to be things that I will be doing. I've I've already booked to go to the Netherlands, and I'm going to be making a Chanel jacket, a bespoke one. That's on there, and celebrating my mother's 90th birthday. Things like that are on there. And as you, you know, when things are quieter between Christmas and New Year, it's great to sort of think, you know what? I'd like to do that and write them down.

Susan Heaton-Wright

And then you tick them off as you do them. It inspires you to think slightly differently. Do you have anything that you do similar to that, Nick?

Nick Simon

Yeah. I I, I I quite like, the reflection boards, the, pages you can get to sort of think about the stuff you've done. So especially my creative stuff reflects on what I've done over the the the year. When you're creating, you're sort of looking to the future and above rather than when you're editing, you're going over what you've done. So it's quite nice to actually go over what what things you created and think, oh, those ideas were really good. And especially when you're doing projects that require that creative output.

Susan Heaton-Wright

Yes. Maybe, you could incorporate it within the process.

Nick Simon

Yep. I guess so. Typically, it it it's usually the the case as as you mentioned earlier with operas, going from one production to another. But I guess when you've finished those productions and you've got more free time, it may it might be nice to have that reflection kind of.

Susan Heaton-Wright

Yes. Yeah. So let's go to the book because I know that we've both been doing independently working on these things. So, right at the beginning, it there's a reflection to look at 9 at at twin 1924. 2024. Every year's got its ups and downs. There are some highs, some lows. That's part of life, isn't it? And so there are 4 prompts here.

Susan Heaton-Wright

What should I celebrate in 2024? What was disappointing? What did you learn? What have you achieved? So I don't know if you want to share a couple of things, Nick.

Nick Simon

Yeah. What what could I celebrate is is definitely the, the projects I've I've done. So recently, I've filmed and I'm composing music for a short film. It'll be 40 minutes cut up into 4 episodes, and that that will be the biggest score per film I've done. And, also, this art art comes alive, which is an art exhibition I I helped organize, and the music for that is very, very expansive. And, I was very proud of the the music we created for that.

Susan Heaton-Wright

Brilliant

Nick Simon

And what what about your ones?

Susan Heaton-Wright

Well, you know, speaking to people. Oh, yeah. I I wanted to kind of earlier, well, last week I spoke to one of my clients, and we were celebrating 2024. And she said, oh, I was lucky with that. And I said, do you know what? You should still celebrate because you did put the preparation in place to to achieve that. Even though there was an element of luck, this individual was is in the the law sector. And, you know, you can be so well prepared, but the jury might go the other way. You never know when it comes to court what's gonna happen.

Susan Heaton-Wright

And I said that you have to reframe it to think I did the very best I did and therefore that was a success in itself. But, yeah, I mean, I'm being very, very lucky because, I have some wonderful clients. I've had some lovely things that I've done this year. I celebrated my son's, he graduated in MA at university, which was great to celebrate, and 30th wedding anniversary, all sorts of things like that. How about what disappointments? Because, you know, so we we have to be honest here.

Nick Simon

Yeah. I'd I'd be interested to see how you, how can people be constructive when when doing those that kind of

Susan Heaton-Wright

That that's a really good point because, it's very easy to beat yourself up about things. And maybe this is something that you have to step back from the moment and reflect backwards with the with a little bit of time in between. But certainly for me, I I it was great because I I got over a really serious shoulder injury and so I was back swimming, driving, doing all sorts of things like that and then I fractured my elbow. So I was back at orchestra really enjoying being back with my friends there making music, and I wasn't able to help. That was disappointing for me, but I'll be back in set in January again. How about for you?

Nick Simon

I think, some of the projects I did, the end product was very, very good, but there there could have been more, overall collaboration, I think. I'd have liked to help the people in the projects try and find a way to collaborate more. And it did yeah. The the process of making the the projects could have been gone more smoothly, I think, with more experience. That that that is the nature of when you're organizing, events or filmings that there there will be things that go wrong, and that's why you do them to build the experience. But at the same time, I would like to have some more, planning ahead of time and people management, I think.

Susan Heaton-Wright

Yeah. But you you know that it's disappointing, but I'm sure that you will approach it in a different way next year as you go on. And what's the

Nick Simon

That's the nature of I yeah. That is the

Susan Heaton-Wright

nature of

Nick Simon

doing that you you learn more from mistakes. So, that's the case of reflecting on what happened and

Susan Heaton-Wright

Yeah. And it's not a failure. It's actually an opportunity to learn unless you keep doing the same thing wrong. How about what what did you learn? I mean, it it seem they seem very close, closely linked, those 2.

Nick Simon

Yeah. And, you could sort of fill that in within the, the each each box between them. I learned a lot about, the kind of more detailed writing of writing CVs, things about your career that, you can use and wording it in such a way that it is relevant to things like job interviews and that kind of thing where whilst I'm used to more creative writing, which means that you can leave certain levels of interpretation to the reader. Yes. For the more pragmatic writing of job applications, that requires you to be as specific as possible.

Susan Heaton-Wright

Yes. That that's a really good point. I've learned to keep in touch with people and, you know, rather like with my jar, enjoy you know, really appreciating that joy comes from small things, to enjoy every moment. How about what have you you've achieved in 2024?

Nick Simon

That's sort of similar to the first one. And, I guess coming out, at the end of the year, I would have achieved a kind of more awareness of the things I enjoy doing, and learning how to use software to a point where I'm quite confident and can use them for my own projects.

Susan Heaton-Wright

That's brilliant. Certainly for me, I I, did some fundraising. I did the serpentine swim. I saved up my money and bought a hybrid self charging car, which I'm very proud of, and a brand new one, which was very exciting, and I know that it will be on the road for a number of years, so no recycling there. I'm always very, very grateful for all of my clients. I've traveled to Italy and France. I've been married for 30 years. Those are all achievements, believe me.

Susan Heaton-Wright

So, if you are listening or watching this video, don't forget to consider these things for 2024 before we move to 20 25, and remember that you can download this book that's been created especially for you. So if we move to 2025, I really what we're going to do is there are 15 prompts, and we invite you to think big. There's nothing wrong in thinking big or being ambitious. Be brave about this. Dream the impossible. We are not here to judge you. If you decide to aim for the moon, you might get the the the ground. If you aim for the stars, you might get the moon.

Susan Heaton-Wright

See what I mean? If you've got to aim higher, you'll you'll achieve more. So and be inspired. So we're going to inspire you with 1 or 2 things that we have considered. Alright? So, the first one oh, the first one is do more. So, could this be more exercise, more reading, more socializing, more studying? Leave it to you. So, Nick, what have you put down?

Nick Simon

All of those.

Susan Heaton-Wright

Oh, have you?

Nick Simon

It's quite a good, it's quite a good, prompts. And Do you

Susan Heaton-Wright

like these prompts?

Nick Simon

Yeah. It's very useful to give a kind of example.

Susan Heaton-Wright

Yes. So there's a whole page for each of these prompts. So you can scribble down things, just brain brain dump ideas. I put more exercise, more adventures. Listening to Blinkist. Now Blinkist is, something that there's a summary of a book and you get a different one to listen to every day, and it's great. It's expanded my knowledge of different things, selling and sorting junk. Okay.

Susan Heaton-Wright

So the next one is do less commuting, time wasting, binge watching TV shows. Here's a chance for you to be honest with yourself. Don't we're not going to tell anybody. What could you cut out of your life?

Nick Simon

When you when it comes to, being able to reflect on these, would you say that it'd be good idea to put it, the page somewhere on your wall, somewhere that can remind you?

Susan Heaton-Wright

Yeah. You could do. You could put it in front of you to remind you to stop scrolling on Instagram on something looking at cat videos.

Nick Simon

Yeah. And I I've, tried to cut cut down phone use because, or more specifically, social media use because a lot of the writing I do is on my phone. So, I've, that would be one of the do less things I do. And there are different apps you can download that help you do that.

Susan Heaton-Wright

Oh, that would be great to share. So I I get a report every week, and, apparently, I'm spending 6 hours a day on my phone, which is far too much. So, that needs reducing. I said binge watching, but I'd like to qualify that because there are times when we're all stressed and we need to rest, and it might be binge watching a series might help us relax. So really think about think about that and the implication of that. Alright? So that what's the next one? Travel 2.

Nick Simon

So we're, your microphone's changed.

Susan Heaton-Wright

Your favorite place to see your family. Dream big and put this as a priority.

Nick Simon

Can you hear me?

Susan Heaton-Wright

So do you want to go, Nick?

Nick Simon

I'm relaxed. Can you hear me?

Susan Heaton-Wright

Oh, what is don't know who that was.

Nick Simon

Can you, can you hear me? Your microphone changed. Yes. Okay. Okay. Yeah. That that's so could you repeat what you're gonna say travel to?

Susan Heaton-Wright

Travel to your dream destination, your favorite place to see your family. Dream big and put this as a priority.

Nick Simon

Yeah. Well, I've got, already got, I'll be going skiing. I'd like to also,

Susan Heaton-Wright

Who are you

Nick Simon

going with? My dad. Wow. And that would be quite nice. But also, I've been invited to see different countries to visit friends, and that's most definitely at the top of my list of, organizing so I can visit different countries and visit friends at the same time.

Susan Heaton-Wright

Definitely. Well, I've got I'm going over to Ireland in June, and that is partly for a conference, but also there's a retreat that I'm going to with my husband. I'm going to the Netherlands in, July to do this Chanel jacket, Norfolk to celebrate my mother's birthday with my family, Wales, we've got somewhere that we go to there, and also Derbyshire to, celebrate 25 years of friendship with a number of people, and all the families are gonna be there. So already there are some very exciting things for both of us to do, aren't there? And then the next one is become. Become more quant qualified, confident, more ambitious. What do you wanna become?

Nick Simon

This is quite an interesting one because it's it's not too, it feels it's quite constructive, but it's also quite realistic. And, yeah, I I think I I'd wanna become, more of a director and writer and become, I guess, it might be against the the rule of it, but become more organized and that kind of thing. Do you

Susan Heaton-Wright

think as a director, being organized as well as having a vision is is an important thing?

Nick Simon

Yeah. Definitely. Especially if you're doing multiple different parts of the things you're directing.

Susan Heaton-Wright

Yeah. Okay. So, that's really, really interesting. I re one of the things that I really want to be in 2025 is what you call a NED. That's a non executive director, either within a charity or a trust or something like that to give back because, you know, with the experience that I've had over the years, that could make a real difference. So that's something that I really want to become. Next one is ask. Something we should do more of, asking.

Nick Simon

Oh, I've got I've got achieve.

Susan Heaton-Wright

Oh, sorry. Apologies. So Achieve, what would you like to achieve? A medal in the marathon, a new job, be fitter, be financially more secure? Go for it.

Nick Simon

Yeah. That kind of, connects to be, become, sort of you can go from what you want to become and what you want to achieve out of becoming that. So if I was a director, the, say, short film I did achieve, I'll I'll keep it quite a low bar, but achieve a finished short film, and go from there where that that ends up.

Susan Heaton-Wright

Okay. Brilliant. Well, I've put, actually achieve a term of playing an orchestra without injury, which I would really, really like next year, and also to be fitter. So I'm working on my fitness again now that I've recovered from my injury. So the next one is to ask, which, going back to that, it's okay to ask for advice. It's okay to ask for opportunities, for chance, for feedback. What are you gonna ask for?

Nick Simon

Yeah. That's quite quite an interesting one. I'd I'd ask, friends who I know have more experience what, they would advice they would give or what kind of tips they'd have.

Susan Heaton-Wright

Yeah. Ask for connections. Ask could I be introduced to? Do you know anyone who could give me some advice on this? Ask to meet specific people. Ask for opportunities. You know, these are we often think that it's not polite to do this. However, believe you, me, there are people that do that, and they are successful because they do that. Next one is eliminate, which is similar to do less.

Nick Simon

I've got gain.

Susan Heaton-Wright

Oh, I've I've got it the wrong way around everybody. Oh, sorry about this. Gain. What do you want to gain more skills, more time, more happiness? What do you want to gain, Nick?

Nick Simon

Yeah. I'd I'd like to gain I've got got lots of time, but I'd like to gain, kind of almost, the opposite of that with, work so I have less time, because I find the more free time you have, the less organized you are or the less, effective use that free time. So although that that that might be on the next stage of eliminate, but, yeah, something like that.

Susan Heaton-Wright

Okay. So I want to gain I do not want to gain more weight. I want to gain more confidence, and I want to gain more joy in my life. And then eliminate. Similar to do less, though it's more specific, could you eliminate distractions? Could you eliminate wasting money on specific things? Do an audit of your life and see what needs to be eliminated. Now I should say that at the end of every year in my business, I do an audit. And this is an audit of any software I use. Do I still use it? Should I stop, stop, stop the subscription? Any business networks that I'm in.

Susan Heaton-Wright

So there is 1, organization that I have, that that I'm not going to resubscribe to next year because I'm not getting out of it. It, the, from a financial point of view, it's a waste of money for me. So it's worthwhile going through all of those those things, actually having an audit for your business, but also for your life as well, because there might be things that you subscribe to that you don't use or things like that.

Nick Simon

Quite quite a useful time to do that as well because the, financial year ends in, within the month. But, it's it's quite good if you think about things you want to eliminate or reflect on the finances you've had. It can give you plenty of time to think about that. Yes.

Susan Heaton-Wright

So, I put eliminate scrolling on my phone and audit my spending and time. Yeah. How about you?

Nick Simon

I've got, yeah, scrolling, but also eliminate as, too much free time, and find a balance between having work and free time.

Susan Heaton-Wright

Yes. I'm sure your parents would would, be able to find things for you to do in the house. So the next one is create. What do you want to create a safe home for you and your family, a completely different life, create a creative project, be creative. So what what have you got on that?

Nick Simon

Yeah. I think this is the opportunity to kind of as as you said earlier, aim for the stars and hit, the moon. And you could go as big as you want in this one because it's it's creative in nature. So, I I would say, I want to, further my own writing and create new, book series that I've I've been thinking about, but, I can creatively commit to them.

Susan Heaton-Wright

Excellent. So I want to create a clutter free home. That would be lovely. I've create many sewing and craftings anyway, but specifically I'm going to be making a Chanel jacket, a bespoke one. I want to create a padded patchwork jacket and I'm going to go on a pattern cutting course so I can create my own designs. So the next one is improve. We all want to get better. Do we want to improve our quality of life, have a better relationship, excuse me, relationship with our colleagues or family? What do you want to improve?

Nick Simon

I definitely want to improve my workspace. So where I work, my my workstation, to become more streamlined and organized and have less clutter. So that means that you're always able to create and think about things very quickly.

Susan Heaton-Wright

Yes. I think mine is quite similar about tidiness. So, the next one is communicate. Isn't it? We are not mind readers, your colleagues or line manager or your family or friends don't know your ambitions. Your family doesn't know you are unwell unless you tell them. What are you going to communicate in 20 to 25, and how will you do this?

Nick Simon

That's very that's very good one in it. They connects very neatly to ask. So, you can I'd I'd communicate my ideas to I guess it depends on who you're talking to, but ideas and ambitious, ambitions with events and filmmaking.

Susan Heaton-Wright

Yeah. So for me, it's, you know, continue to communicate the best version of myself and, and also asking, making sure that people know what I need or want. The next one is read, listen to, or watch. Our lives are enhanced by inspirational books, articles by listening to podcasts and audible books, listening to speakers and opinions, even watching films or the TV. What are you planning to inspire yourself in 2025?

Nick Simon

Yeah. I definitely want to read more. So I'm rereading a book series, but I'd like to read more books that correlate with the books I'm writing. So I guess the step before that would be search what to read and then

Susan Heaton-Wright

Yeah. I mean, you know, something that I do every year is that, there is an app called Goodreads. I don't know if you've come across it, Nick, but you can put a challenge in that you read a certain number of books in the year. And when I was 12 at school, we had a book a week club, and I was a member, and we would read at least a book a week. And I've had that, I suppose, that that that is something that I've done since then. So I will be putting into Goodreads that I'll read 50 books. I've already achieved that for the year. But also, I recommend Blinkist.

Susan Heaton-Wright

I've mentioned that before about you randomly get a title of the book and you can listen to a summary every day of about 15 minutes. I already look avidly at forthcoming books that are, that are reviewed in the newspapers, films, TV, and certainly in the next few weeks, I'm watching the latest strike book, strike cormoran, book that is being, which is on TV. The split Barcelona is coming on just after Christmas. Traitors is coming on in, on the new year, which I'm excited about, but I will also go to some concerts as well.

Nick Simon

That's a big list.

Susan Heaton-Wright

I know. I know. Right. So we're coming to near the end. So the next one is organize. Whether you wish to organize your record collection, decluttering, a trip of a lifetime. This is your chance to choose what you will organize in 2025.

Nick Simon

And this sort of it, kind of connects to eliminate and improve.

Susan Heaton-Wright

I think so. Yes.

Nick Simon

So, yeah, I'd I'd say my my definitely more workspace, and where I work as well, that'd be quite useful. Yep.

Susan Heaton-Wright

And I put junk to sell and give to charities. So really organize that side again. So there's a bit of a theme, isn't there? Practice. Perhaps you want to practice our tennis skills or meditation for relaxation. Maybe you want to practice your speaking skills to improve. What are you going to practice in 2025? And I'll start my viola and also balancing. I've recognized, I know it sounds a bit bizarre, but my right side, I do not have very good balance. So I'm practicing that so it becomes much stronger.

Susan Heaton-Wright

How about you?

Nick Simon

I'd say, I'd like to do this kind of reflective writing and, in general writing just for the sake of it, any idea down

Susan Heaton-Wright

Yeah.

Nick Simon

Into my notebook. So practice doing that maybe once a day. Yeah. If not there, that'd be quite nice.

Susan Heaton-Wright

Yeah. I think that these things are really interesting because you get into a habit of doing that. So it becomes second nature in the end. So finally, we've got embrace. Who are you gonna embrace? Your family, your friends? Are you going to embrace a healthier lifestyle, for example? What are you embracing? So with you, Nick.

Nick Simon

Probably more creativity. I think that's that's always, what I want to be doing. So, if I have a project to try and create as many things surrounding that project. So music, art, and then writing, and just embrace those creative projects.

Susan Heaton-Wright

Brilliant. So I took it literally. I have an elderly mother and elderly in laws, and I want to embrace them because, you know, you never know when they'll no longer be with us. I want to embrace a healthier lifestyle and to embrace life, to enjoy it. So this is something that we can all do. I don't know if you enjoyed that, Nick, that process. Maybe you you want to discuss all of those things with your girlfriend. You you might want to discuss these things with your friends or your family, because these are things that you can elaborate on to really get clarity for your next year because guess what? We've only got one life, and it's a shame to let it go through our fingers.

Susan Heaton-Wright

So for those people listening, if you want to grab a copy of the ebook, there will be a link for you to download your own copy. Nick, do you is there anything you want to say before we finish?

Nick Simon

Yeah. I I just wanted to ask if, how would you say, you can do this yearly?

Susan Heaton-Wright

I think that I think that's a really good point. You could always save the book. Somebody's already said to me that I should create it as a book that people could purchase for for 2026. It's probably a bit late for 2025 now, and then to sort of do that as an a part of your annual rituals, to make the most out of life. Certainly since I've embraced doing things like this, there are many, many more things I've achieved, you know, with my family and and, in my personal life as well as professional. So anything you anything else you want to say before we finish?

Nick Simon

I don't think so.

Susan Heaton-Wright

Okay. Well, thank you very much for listening, and, again, please feel free to download the book because it's of huge value with with some great prompts for you. So until next time, this is Nick and Susan from Superstar Communicator. Thank you for watching.