



North Wales guru Sid Madge at one of his Meee workshops

# THE MINUTE MOTIVATOR

*A new self-help guide from a leading North Wales business guru offers 60-second tips on how to cope with the demands of modern working life*

If you're stressed, struggling to feel poised under pressure or just secretly hate your job, you need a little Sid Madge magic. His self help book 'Meee in a Work Minute' follows the successful 'Meee in a Minute', which has already sold up to 20,000 copies since being released last autumn.

Based in North Wales, the Meee (My Education Employment Enterprise) programme has helped transform the lives of more than 20,000 people in the last five years via

a series of career clinics, think tanks and workshops.

Founder Sid, from Deganwy, has given talks to some of the world's leading companies, but also visited schools, prisons and community groups to help combat mental health issues, improve wellbeing and mindfulness. He explores better ways to cope with the stresses and strains of an increasingly challenging professional landscape.

Meee in a Work Minute is a collection of short tips, exercises,

insights and 'hacks' on how to find balance and fall back in love with your job. After all a recent study found that 85% of employees feel disengaged and lacking in motivation.

"We all have good and bad days at work," says Sid. "But when those difficult days string together or spill over into our personal lives, triggering arguments or making us feel worse, it's useful to have some tips and strategies at hand to break the spell and get back on an even keel. Sometimes all we need is a little nudge to

recalibrate our thinking so we can see a different perspective and access a different outcome or opportunity.”

The strategist speaks to hundreds of businesses every year across the UK, from SMEs to PLCs, and plans to expand into Europe and beyond in the future.

He believes everyone should have access to crucial support and advice. “The book is for everyone, especially those who do not have the means to capitalise on life and business coaching sessions,” says Sid, who has worked with global giants including Shell, Kellogg’s, GSK, John Lewis, Visa and Tesco.

“When I was a brand strategist in London, we worked with some of the top creative agencies and I myself became frustrated at the ethos of making lots of money for huge companies and forgetting what’s important – the people.

“The Mee project is about inclusion and accessibility, it appeals to every type of person and many different sectors and organisations because we all have one thing in common, and that’s a lack of time. Every chapter is based on a minute, and what we can do quickly and easily to

make a difference in our day to day lives,” he says. “I’ve used these techniques in my own life and professionally, from psychology and neuroscience to education and sociology.

“Sometimes we need a shift in our mindset and to look from the outside in. By having short, snappy messages and exercises it’s simpler to achieve.”

Sid’s own struggles have helped the series of books succeed. “I’m dyslexic so I find it difficult spending days writing words down, which is why this works for me, and the first book was so well-received,” he explains. “The reviews have been incredible, we’ve had a brilliant response from readers all over the world.”

Helping people overcome their hurdles gives Sid a real buzz.

“The most important thing I’m trying to get across is that whether you’re in a high-powered profession, at school or in what you believe is a mundane job, your mental health is a priority, it’s everything,” he says. “If you combine that with resilience and mindfulness, we can achieve positive results. If we all work together – however that is – we can achieve anything.”



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## TEN TIPS TO IMPROVE YOUR WORKING LIFE

### 1. IDENTIFY YOUR STRENGTHS

While we can’t all be rock stars, filmmakers or sporting legends, we can recognise our innate abilities and learn how to harness them for greater success and happiness. Sid recommends completing the Clifton Strengths Assessment, which is available online.

### 2. NEUTRALISE YOUR WEAKNESSES

Whatever they are, Sid believes that we can usually improve them, just enough to stop them from limiting our careers. “After that, be more of who you already are and focus on your strengths,” he says.

### 3. HAVE A VISION

Without a vision to pull us forward, it can be very easy to

drift, says Sid. So, what would you do if you knew you could not fail? Once you have a sense of where you want to be, you can assess where you are now to determine how far from that vision you are. Break the vision down to smaller goals with timelines and milestones.

### 4. MAKE IT HAPPEN

If you are clear about your vision, you need to follow through on the plans and goals you have identified, otherwise nothing much will change. Commitment is an invaluable ally on your road to success.

### 5. BELIEVE IN YOURSELF

According to Sid, we have to accept that success is the product of trying, failing, getting back up, dusting ourselves down and trying again. “Belief

in ourselves is the consequence of accepting this journey of continuous improvement, while recognising and owning the incremental improvements we make along the way,” he says.

### 6. GO THE EXTRA MILE

It’s a cliché but success is not possible without perseverance, sheer determination and tenacity.

### 7. LISTEN TO YOUR INSTINCTS

Learning to trust your gut can protect you from making poor business decisions and guide you on the right path.

### 8. EMBRACE CHANGE

Take a minute and complete the online mindset test at meee. global/MIAWM. Consciously choose a growth mindset until

it becomes more familiar to you. Make a point of trying something new at least once a week.

### 9. FIND YOUR TRIBE

According to Sid, it’s important to surround yourself with people who are passionate about the same things you are; people who are positive and bring out the best in you; people who support your dreams and inspire you to be the best version of you.

### 10. BE HOPEFUL

Nothing is ever hopeless and nothing is ever permanent. Stay the course, keep putting one foot in front of the other. Persevere a little longer, muster a little more effort and just keep going. Hold on to the hope that tomorrow will be better.