



**The Guide to Mid Life Ambition and Challenge**

## Mid Life Ambition and Challenge

This Guide has a very special purpose. To encourage you to go for new ambition and challenge throughout life and so discover how the rest of it can most definitely be the best.

In the Guide we talk about:

1. Understanding the *so called mid life crisis*.
2. Why you need new ambition and challenge in life.
3. Fitness
  1. Why it's a great place to start
  2. Mind Power, Nutrition, Physical Fitness
4. Free Time
  1. How it can tick all the boxes on choice and challenge
  2. Discovering new skills, Charity Work, Extreme Pursuits
5. Career
  1. The ultimate life changer
  2. Career shifting, Self-employment, Business Start-up.
6. Getting other people on-side.
7. Making some decisions and getting help.

The guide corresponds with **OnWeGo's** library of articles and links to other relevant organizations and suppliers. So as you go through if you want more information just click on the site link on successive pages.

## Introduction

With hindsight I now see that I had my first "mid life crisis" when I was 27. Seriously unhappy with my job, I made an unforeseen and risky career change from the secure and service-linked progression of Local Government to the uncertain and performance based world of selling.

Over time I made other unexpected career and life changes and eventually I spotted a pattern. Each change triggered a terrific surge of interest and fun. Each new phase of life was always more satisfying than the one before.

This retrospective view of life is what inspires **OnWeGo's** mission -

***To encourage and empower mid lifers to make the rest of life the best of life!***



*Bob Howard-Spink*

## Understanding the so-called Mid Life Crisis

There's a certain age you reach when you start to feel increasingly less happy and satisfied with life. Precisely when is hard to say, but it's somewhere middle age.

Exactly how you feel is also hard to say. It's a kind of growing discontent over one thing or another. Some days it's the job, some days it's about under-achievement in life generally. Other days it's a different feeling - you just want to be shocking and outrageous and roar off on a 1000cc motor bike or something like that.

You tend to keep how you feel to yourself and not talk about it too much. You suspect if you were open with your nearest and dearest that they wouldn't be understanding and may even poke fun at you.

You think that way because you know of others who do openly talk about it and get told "*oh you're probably heading for a mid-life crisis!*" So you shut up about such "daft" ideas

Then over time you realise that you've become silently reflective on life. You feel less sociable and agreeable. You grumble about things, about most things in fact, and friends say "*you've become a real grumpy old man!*"



Eventually you get to feel pretty despondent. You're definitely fed up with your job. Even the nearest and dearest are getting on your nerves at times.

You can't clear your thoughts on what to do and how to do it. You feel trapped by responsibilities and obligations and stressed because you can't see a way out.

You are having something of a crisis!

**But hang on a second ...it needn't be a crisis at all**

## **You simply need some new ambition in life**

Yes like the majority of us you actually need to make change happen or you risk a *crisis* at any stage in your life.

That idea becomes clear when you think about how life is typically mapped out...

### **You start out with a purpose**

Most of us embark on life with a sense of purpose, a desire to fulfill our potential. It motivates us to achieve the things that are important both to us and the people we relate with. It drives us to do well at school and to go on to succeed at work, progressing as far as we can in our chosen career.

### **You consider your long term goals**

When we start to consider career options and how we might spend adult life our decisions are very much influenced by established thinking. Academic strengths are usually the prime criteria with a secondary eye given to known aptitudes such as social skills and non-academic interests such as drama or sport.

Other external factors also influence us. Parents, teachers, friends and peers offer opinions on what we should do. Added to this, family circumstances and need, together with opportunity and available choices also lead us in certain directions.

Some of us are also influenced by what simply seems a good idea at the time.

### **You make choices based on what you know at the time.**

However, at this key decision making moment in early life we pay less heed if any to arguably the most important criteria - those inner needs and preferences that motivate us as individuals.

Issues like:

- Are we highly results driven and do we enjoy winning?
- Are we happiest when improving the world we live in?
- Do we enjoy directing teams or do we prefer working within them as members?
- Are we self-determining or is social consent and peer approval important to us?
- Are we self-interested or are we altruistic and concerned for the welfare of others?
- Are we at our best originating ideas and shaping the big picture?
- Do we prefer solving problems and working on the detail?

Some of these factors are very important to us and are our primary drivers, some are less important and some not important at all.

What is important is the way they assemble together to create our own set of priorities.

Picture this as a pie.



The segments are your separate needs. Typically one need is dominant but there are others which are also important to you.

## **You look for a life that satisfies those needs**

So to enjoy a fully satisfied and happy life you look for one shaped like the pie. That provides a mix of opportunities to match up with your needs.

Sounds simple enough! But in reality that's not how life works out -

1. **You change** Some of the needs you currently have didn't feature when you were planning your future in earlier years. These needs got uncovered or were instilled and developed over time:
  - ❑ By your own experiences of life.
  - ❑ By the influence that other people had on you.
  - ❑ By the evolving change in your own values and beliefs system that determines how you look at life and prioritise it.
  - ❑ By a level of insight and awareness that you simply didn't have years ago.
  
2. **Life changes** The life you live and the world you're in will change over time, often dramatically:
  - ❑ Responsibilities and obligations will alter such as children growing and flying the nest.
  - ❑ You're pretty certain to have progressed to a career and social level where survival and security are no longer threatened.
  - ❑ Opportunity will alter. Scope for future promotion is inevitably going to reduce. Technological and commercial change will affect demand for your skills.
  - ❑ You probably have more free time, and as you may have noticed there is more choice of things to do nowadays.



## And so where you end up is...

In one or perhaps a combination of these scenarios:

- ❑ In the career you chose years ago but not applying yourself with that early passionate interest.
- ❑ Career goals and family obligations largely fulfilled and you're not enjoying that daily sense of purpose and achievement that you always had.
- ❑ Missing the challenge and the buzz of fresh horizons and new goals and frustrated that life doesn't offer them any more.
- ❑ Sensing that you have talents and capabilities that have been hidden away and not checked out.
- ❑ Instinctively wanting to do something for other people that will make a difference to their lives.
- ❑ Realising that there are now different things in life that seem important to you.
- ❑ Sensing that the "*full you*" is yet to be uncovered and your best has yet to come.
- ❑ Suspecting that life itself still has more to offer and the best is yet to come.
- ❑ Wanting to do something totally different, to see new places and meet new people.
- ❑ Feeling past your best and unhappy about it.
- ❑ Feeling out of time and anxious to cram in some excitement.
- ❑ Feeling increasingly desperate and anxious that you could be having a **mid life crisis**.

## **That is why you need new ambition in your life!**

When you look at life in the way we just did you must agree that it's a mistake to stop and rest on your laurels.

Life is for living - and for people like you that means finding new things to do and setting new goals so that you can live all of life to the full.



## **So how and where do you start?**

Perhaps those scenarios we described on page 9 have reinforced what you were thinking anyway and you are clear about the kind of things you want to do. That's great!

Then again you may like to follow our line of thinking which is to consider where you are in terms of:

1. Personal fitness and wellbeing.
2. How you use your free time to fill your life.
3. The work you do and how it satisfies you.

There is logic to this sequence which we come onto soon.

We also suggest you think about how the people around you may react to your new life. For them this can be a sensitive issue and we offer some tips on how to handle this.

## FITNESS

For many mid-lifers their sense of frustration can be entirely caused by a gradual decline in fitness – resulting in that feeling that you've let yourself go!

Raising your fitness levels may well be the only step you need take to restore the vitality, buzz and sense of purpose into your life.

But even if you want to go on and do other new and exciting things, getting fit first is a great way to begin.

And a good place to start is....

### **Mind Power – How you feel about yourself and life?**



What sort of person are you? What causes you to view life and your world in the way that you do?

Well everything you do starts with a thought.

The way you handle issues, live your life and behave all result from choices and actions which are triggered by a thought.

So knowing something about thought and how to control it is clearly going to help you enjoy the world you're in.

The way in which you think is of course what makes you different from others:

**Functionally** You have a preferred way of processing thought. A familiar aspect of this is learning style, and you are probably

aware of your own preference – auditory, visual or experiential. You may also recognize other thinking preferences such as “big picture” versus “detail” or “speculative” versus “proof based.”

**Emotionally** You also have your own beliefs system – a set of beliefs and values that you began compiling in early life. Beliefs like “we have to make our own way in life!” or a phobia over heights may shape your thinking today but may well have been embedded through stories told by your granny.

So throughout the day your mind processes information in its own distinctive way and interprets meaning and feeling from your own distinctive belief system.

All making you the distinctive person that you are.

**Being in charge** Once you have a clearer understanding of how you think and why you feel the way you do you can start to take charge.

- ❑ You can adapt how you think and feel to realign values, alter beliefs, and conquer doubts and phobias.
- ❑ You can adapt elements of your life reducing the negatives and adding in the missing positives.
- ❑ You can balance and harmonize the two and start making life better for yourself.

### **Mind Power – Sharpness and Stamina**



Getting your thinking into "*a good place*" is the ideal start to a better life. The next step is to nourish and nurture your mind so that your thinking is sharp and durable.

The experts will admit they don't know all there is to know about the brain and how it works. What they can tell us though is that the fantastic components and essential chemicals that make up this amazing electro-chemical processor will perform better with a healthy routine of:

- ❑ **Good sleep** Essential for its restorative effect on both mind and body.
- ❑ **Nutrition** A balanced dietary intake of foods with the proteins, amino acids, and hydration properties necessary to support brain plasticity and chemical balance.
- ❑ **Exercise** Activity that stretches, strengthens, and regenerates both the working and the storage brain parts that may otherwise become unused.

There's more on these three topics coming up...

But just to say in passing - so called "*brain cell decline*" is definitely over-hyped!

As far as the power and capacity of your thinking is concerned the best could definitely be yet to come.

## **Nutrition – Eating well**

We are what we eat and if you're feeling "below par" and indolent this could be due entirely to eating the wrong things at the wrong time.

Consider as well that as we get older our nutritional requirements change.

For starters, according to many experts we don't need to eat so much. When we were young testosterone-charged bucks we could and did eat "loads" but we burnt off most of that fuel as energy.

Overtime that energy requirement reduces and if we eat at the same levels it's clear what happens to the unused fuel.

Certain sportsmen famed for their lean fitness and longevity are known to attribute this to eating measurably less each year.



The more you understand the basics of nutrition:

- ❑ The role of carbohydrates and of proteins.
- ❑ The good fats and the bad fats we consume.
- ❑ The need for vitamins and minerals.
- ❑ Why fruit and vegetables are crucial.
- ❑ The essential contribution of water!

Then the better you can align your nutrition habits with the needs of your body and brain ...and feel all the better for it.

## Nutrition – Sleeping well

Getting enough sleep isn't just about avoiding tiredness. We need sleep because of its restorative effect on both body and mind.

Without good sleep we risk irritability, concentration problems, stress, impaired immunity as well as fatigue.

We sleep in 90 minute cycles through the night. The Deep Sleep that we need to physically restore us occupies most of the earlier cycles. In the later cycles Deep Sleep reduces and Rapid Eye Movement Sleep (R.E.M) occurs. It's this "dream sleep" that rests and refreshes the mind.

It's easy to work out that continuous quality sleep of 5 or 6 joined up cycles is best. But unfortunately as we get older it does get harder to enjoy uninterrupted sleep.



But the idea that we can do with less is a myth. We require and deserve as much as we ever did, but need to take certain steps to make it happen like:

- ❑ Paying attention to pre-sleep routines.
- ❑ Creating a good sleeping environment.
- ❑ Avoiding foods and drinks that disturb you during the night

These are some of the good habits that can make all the difference.

## Body Power

OK we may have to accept that with age fitness levels will decline to some extent. That testosterone, muscle mass and lung power will reduce, and moving parts will wear. But that is nothing compared to the fitness decline we will bring on through inactivity.

If we don't exercise the body then muscles will waste, joints will stiffen, tendons will shorten, weight will increase, posture will slump, and stamina will reduce. Then there is the consequential effect on heart and other organs, and on your circulatory, respiratory, lymphatic and immune systems.

***....A pretty good illustration of "use it or lose it" syndrome don't you think?***



So what are the fitness opportunities?

- ❑ Aerobic training will boost heart and lung power. Official sources recommend we take 150 minutes per week of medium aerobic exercise.
- ❑ Weight training will maintain muscle mass and tone, and increase all round body strength. Gym membership offers the benefit professional supervision, whilst home equipment is very affordable whether that be sophisticated multi-gyms or simple chin up bars.



- Walking, cycling, and jogging are free and accessible and will benefit joints, circulation and stamina. Plus there are numerous other organized activities you can enjoy. From low impact activity like Tai Chi and Yoga to long-distance running or martial arts perhaps?

So what are your thoughts?

If you want to quickly learn more about what you've read so far then click on [www.onwego.co.uk/fitness](http://www.onwego.co.uk/fitness). Scroll down to the library and you'll find lots of articles and links to other sources of information.



**But don't stop here ...there are some more great ideas coming up.**

## PLAY

Our free time probably provides the best opportunity we have to do the things that will fully motivate us in life... but we just don't use it as imaginatively as we could!

When it comes to work, if we are really lucky we may find ourselves in a job that we love and which satisfies all our motivational needs.

But the truth is we are not normally that easy to please. Our needs can be several and varied. To be fully and properly motivated many of us require variety – to be doing one or two other quite different things which we can when at **Play**.

### Hidden Talents and New Skills

It could be you've always had some ability that just got sidelined over time?

Maybe you have an instinctive urge to do something you never thought you could or would.

Either way, satisfying this urge in *the other* you can be incredibly rewarding and satisfying.



- ❑ You could be an unfulfilled creative type wanting at long last to encourage the dormant musician, writer or painter in you.

- ❑ Maybe you're a suppressed extrovert wanting to be a public speaker, or on stage acting or singing.
- ❑ For many people it's just about doing new stuff and starting up a "*Things I never thought I could ever do*" list.

Getting started on any of these pursuits is so straightforward. You can just launch yourself into it or get some coaching if you prefer. How you learn is up to you with ample choice of on-line coaching or live individual and group sessions.

And there's no rule that says you can't have a go at several things.



## Volunteering and Fundraising

Most people have in them a certain level of altruism. Some are very aware of it, recognize it early in life and get actively involved in voluntary work and projects.

Some people, possibly the majority, aren't too aware of it until maybe in mid life when they stop regarding voluntary work as "not for them" and start to think about how they could possibly give something back.

Satisfying that emerging need could be the most rewarding and life enriching step you take.



- ❑ You could give a day a month to your favourite charity.
- ❑ Perhaps sharing your career know-how as a business or student mentor would be right for you.
- ❑ Maybe a sponsored challenge like a marathon or cycle ride sounds more like it.
- ❑ Could be you're looking for adventure too and climbing to Everest base camp would be nearer the mark.

If you want help connecting with a challenge there are businesses and organizations that will take care of everything for you, including your training.

Whatever you do it is certain not just to enrich and change your life but make a difference to somebody else's life too.

## Challenging and Fun Activity

There's always going to be something of a go-getter and risk taker in people like you!

Those traits and instincts that made us successful in life haven't gone away. We still have that urge to explore ...to find different challenges ...to show we've still got it!



- ❑ If that happens to be by motor cycling around Europe then go for it!
- ❑ Maybe trekking coastal paths or cycling around mountains is more you.
- ❑ You may even want to scale the mountain or paraglide from its summit?

Doing stuff like this isn't about being an adrenalin junky and certainly isn't about any "crisis." It's about raising your own expectations for yourself, and enjoying that amazing feeling when you amaze yourself.

Whatever you choose to do you'll find reputable organizations that will get you started and look after you - whether that's pursuing a regular interest as a member of a local club or on a series of one off events.

## **So what do you think?**

We said earlier that to enjoy a totally motivated and satisfied life you need to:

- ❑ Make the most of your free time.
- ❑ Recognize that you have motivational needs, urges and interests that probably won't be entirely met by career and family responsibilities.
- ❑ Get to understand more about your own urges to be creative, to be altruistic, or to face challenges
- ❑ Ensure you spend plenty of your free time on activities that satisfy what you want and need to do.

Then you're definitely on the way to making the rest of your life the best of your life!

So if you want to stop now and learn more about these PLAY opportunities then click on [www.onwego.co.uk/PLAY](http://www.onwego.co.uk/PLAY). Here you'll find more articles and many links to the major organizations we were talking about.

**On the other hand if you think a change of career is what you really want then read on...**

## WORK

OK let's be clear. When talking about career change we are dealing with the biggest most significant mid life ambition you could have.

But let's be clear on this also. Work occupies most of your daylight hours and often your sleeping ones too...

- ❑ When it's wrong it's the most likely cause of *mid life stress*.
- ❑ When it's right you love it and can't wait to get out there every day.

So getting out of the wrong job and into the right one has got to be the way to go.



Let's look at the two broad options you have:

- 1) Changing roles and probably employer too.**
- 2) Working for your self as self-employed or in a business start up.**

## 1) Changing roles and probably employer too.

So let's say you're a corporate lawyer or software developer and you're planning a complete job change to perhaps a theatre production manager or a commodities trader.

Here are the key things to think about:

- ❑ **Getting Help** An early decision will be whether to hire a Career Coach and benefit from their experience, objectivity and support. If you manage the process yourself then these will be the key steps to cover.
- ❑ **Your Needs** Be entirely clear what you want in terms of income and material things balanced with lifestyle and happiness. Include an honest review of your needs and outgoings.
- ❑ **Transferable Assets** Identify your knowhow, skills, expertise, customer contacts and goodwill that can transfer over and will have value in the new role?
- ❑ **The Opportunity** Research the need and future viability of your new role. Identify its key requirements.
- ❑ **Matching up** Realistically compare the match between the role requirements and your assets. Construct your "sales proposition" – the basis of your CV.
- ❑ **Who do you know?** Scope out your network of target employers, decision makers, influencers, links to them, and your personal contacts that link to them. **This job move is more likely to happen through word of mouth than the advertised jobs market.**





- **Reputation** Ensure your social media profile and your posted opinions are consistent with your role change?
- **Marketing materials** Create your "C.V." Prospect letter, and 60 second pitch.
- **Influencing skills** Brush up your rapport building, questioning, listening, presenting and negotiating skills.
- **Marketing Campaign** Shortlist and research your targets. Plan your diary. Get talking to your network.

## 2) Working for your self as self-employed or in a business start up.

This is clearly a bigger step to make than a change of job and so closer consideration and self-inspection is required. The fundamental issue to question with this change is **how exactly do you want to work for yourself?**



### 1. Self-Employment

- ❑ If you want a better work-life balance then this is probably the right option for you; to continue doing what you do as a free-lancer or perhaps become a "one-man band" web-developer or courier.
- ❑ In IT and similar consultancy roles you can operate as a Contractor subject to HMRC approval. You can be also be an Interim Manager and remain within the scope of P.A.Y.E.
- ❑ Through registration with the likes of [PCG.org.uk](http://PCG.org.uk) and Interim Management Agencies you can get support with tax, assignments and other help.
- ❑ You can be a sole trader registered with HMRC for N.I. and annual tax self-assessment. This can be done very easily on-line where you'll find lots of advice on tax and other aspects of self-employment.

## 2. Internet Marketing

- ❑ This is an easy step towards *entrepreneurialism* and benefits from minimal start up and marketing costs.
- ❑ Self-build websites, e-commerce “plug ins” and Pay-Pal all assist a do-it-yourself approach.
- ❑ Home offices work fine and allow flexibility on time commitments and suit that life balance.
- ❑ On-line marketing is proven and set to grow further through widening smart `phone ownership.
- ❑ On-line marketing expertise is plentiful, including an “open source” on-line community that gives out free help.



## 3. Franchising

- ❑ This takes you a step nearer to owning your own business but you get national marketing and operational support.
- ❑ Handling a proven product or service reduces the risk and uncertainty whilst you do pay a start up investment.
- ❑ Franchising is a proven business model ethically controlled by the British Franchise Association Retail multiples in essence model the replication concept.

#### 4. Business Start Up

- ❑ The right option if you are a genuine entrepreneur committed to owning and growing a wealth creating business.
- ❑ You need to be strategic over why you are in business, what your ownership aims are, how you will succeed and where you need help.
- ❑ With complex legal liabilities on ownership, trading, financial reporting, employment etc you will need professional advisers.
- ❑ Comprehensive advice on ownership, finance, employment, and marketing is also freely available from HMRC, Companies House, Business Link as well as Business networking bodies such as the FSB.
- ❑ To succeed you will need a profitable market, a product offering that can compete in that market, and the infrastructure to service the market.
- ❑ At some time in the future you may also need to adapt and lead the business, or hire somebody else to do it for you.



## **So what are you thinking now?**

Are you already sufficiently fired up to go for your mid life ambition?

If you are and want to delve more into what we've been talking about in the previous pages then visit the Work page at [www.onwego.co.uk](http://www.onwego.co.uk). There you'll find articles and links to the organizations we've mentioned plus lots more.

You'll also find articles and links on business skills including how to influence and persuade people -



... A key requirement in any options you choose to pursue!!

**Or maybe there's a question or two still in your mind and you want to read some more....**

## **Will you have issues with friends and loved ones?**

Well it happens doesn't it! In fact most of the issues surrounding mid life ambition seem to arise with the people close to us. Why do they insist on calling it a "mid life crisis?" Why do they find it so hard to be encouraging?

### **Friends and Colleagues**

To be fair, with your mates it's often a bit of fun and not to be taken seriously, but some will mean it because you are having quite an unsettling effect on them!

**You're stepping out of line** Generally speaking people like their lives to be settled and follow an orderly sequence of school, family and career – one career. Some feel a bit threatened when that orderly queue is broken, especially by somebody who they thought feels the same way as them.

**You're changing the rules** They like to feel they're doing well in terms of the home and job stakes, which is how they are judged by their peers. When one of their own changes the rules, in effect adding a lap so they're no longer up with the pace, they feel compelled to "lodge a protest!"



**You challenge their comfort Level** Generally speaking society functions and performs at a level that is enough for it to survive and succeed.

Contentious comment I know, but it is true isn't it.

People rarely extend and push themselves to their full potential. So when one of their own shows higher levels of endeavor, courage, effort, and commitment and so on it will inevitably cause some discomfort and self-reflection.

**Envy** Yes there's that too! As well as all the angst over rule changes, comfort zone and self-doubt, they get a bit envious and wish they had the same ambition, courage and opportunity to indulge them.

So what are we saying then?

- ❑ **It happens** Expect some people to have a problem with it.
- ❑ **Keep a perspective** Remember they don't all feel this way. It's only the vocal ones that do, and it's definitely not you that has a problem.
- ❑ **Be positive** There's no need at all to be defensive or to make excuses for what you're doing.
- ❑ **Be empathetic** Understand why some have issues. Don't tell them this is what they need to do.
- ❑ **Be matter-of-fact** Don't oversell yourself as a rebel or a hero. Don't oversell your new ambitions. Let others see how you're enjoying life and become curious about joining in.

**And now more importantly what about....**

## Your loved ones

Once again we shouldn't go looking for problems that aren't there, but a significant behaviour change by a partner in a relationship is likely to raise a question or two.

So think about these points...

- ❑ **Silence is not golden** It is generally true that over time long-term partners tend to talk less about their feelings. Many of them believe they enjoy an intuitive insight into their partner's thoughts. You frequently hear them say "we know what we're both thinking." Unfortunately that seems to be rarely true.
- ❑ **Be Open** If you are planning something big talk early and freely with your partner. Be open about what you want to do and why.
- ❑ **Anticipate** Expect them to have questions about finance and other changes to family life and have well thought through answers.
- ❑ **Elaborate** Listen properly and give full answers without dodging the difficult ones.





- **Empathise** Be sensitive to their possible concern that something may be missing in the relationship. But don't raise it even as a rhetorical question!
- **Encourage** Avoid self-interest, explain how your partner can gain from what you are doing. Look for ways to share the benefits.

Being honest I don't think you should be concerned about *awkward* conversations.

And hopefully after reading what the Guide has to say you will be feeling the same way...

...and agreeing with what **OnWeGo** has to say –

- **That mid life offers a fantastic opportunity to make the rest of your life the best.**

**What next then?**

## Let's first recap on what we've said...

- ❑ People like you need new challenge and opportunity throughout life.
- ❑ If you don't find it life feels dull and so will you. When you do find it life feels great and so will you.
- ❑ Your ideal challenges will correspond with your own beliefs and motivations. The better the match the better life gets.
- ❑ Mind and body is a great place to start because how you feel and think drives everything.
- ❑ Free time is a terrific source of challenges to satisfy the uniquely assembled *Creative/ Altruistic/ Action Man* that you are.
- ❑ Work changes are the biggest but so is the possible benefit so make it with care. Consider:
  - Getting help?
  - Life-style and income analysis.
  - Transferrable skills appraisal.
  - New Job or self-employment or Business start-up?
  - Viability of the opportunity?
  - Matching you with the opportunity.
  - Your contact network
  - Reputation and social media profile
  - Marketing materials
  - Influencing and presenting skills
  - Marketing campaign
- ❑ Get friends and family on-side.

## **So where do you think you are at the moment?**

**OK to Go?** Have you got enough out of the Guide to want to get started?

**More Information?** Would you like to know more about any of the topics we've discussed? There's a wealth of information on the Fitness, Play and Work pages at [www.onwego.co.uk](http://www.onwego.co.uk) where you'll find numerous articles and links to expert sources of help.

**More about you?** Would you like to learn more about yourself and your own personality profile? Then follow the links on our site to The Enneagram Institute and Personality100.

**Want some help?** Would you like our thoughts on what we think you should do? Then we can have a brief chat on the telephone. Contact me via the message box on the website or by email at [Bob@onwego.co.uk](mailto:Bob@onwego.co.uk) and we will arrange a time.

**Want some coaching?** Would you like a program of help to make beneficial changes in your life? We can do that by a Pay as you go e mail and telephone program with no long term commitment. Once again use the message box or email [Bob@onwego.co.uk](mailto:Bob@onwego.co.uk) to find out more.

Whichever option you take **GOOD LUCK** as you begin

***to make the rest of your life the best of your life***

***Bob Howard-Spink***