

The Fouroneone

The Human Entrepreneur Publication

Highlights

Gratitude Message	02
Benefits of Gratitude	03
What Went Down	04
Tune In, Zone Out	05
Sh*t You Need to Know	06
Humans of THE	07
Gratitude Corner	10
Wellbeing Check	14
Your Success Cable	16
3 Minute Read	17
Connect With Us!	18



GRATITUDE

I think we can all agree that it has been a crazy year, filled with uncertainty, confusing emotions and extremely difficult situations

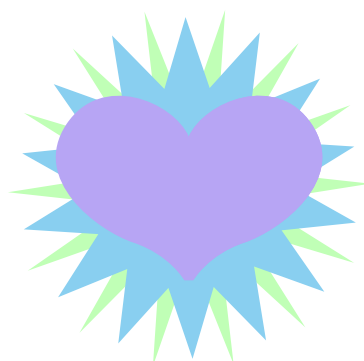
Expressing gratitude seems like the last thing you'd want to do right now.

But it's actually super beneficial!

Counting your blessings and looking at the positive side of things is scientifically proven to make you a happier person.

In the '**gratitude edition**', we'll give you all the tips, help and advice you need to start your gratitude journey, explaining the theory and the practice.

So make yourself a cup of tea, sit down, relax and kickstart your journey to a brighter place.



THE BENEFITS OF GRATITUDE

Expressing gratitude is an easy and effective way to rewire and train your brain.
Focusing on the good things in life will make you enjoy everything more!

LIGHTS UP

the brain's neural pathway

Gratitude trains your brain by "wiring and firing" a positive neural feedback loop, which makes us become more resilient, optimistic and flexible!

SHIFTS

Your heart rhythm

Moments of gratitude trigger your parasympathetic nervous system, taking the body to a calm and composed state.



IMPROVES

Your relationships

Taking a step back and thanking the people that are in your life, appreciating their role and reflecting on this when times are hard will help you build stronger and more complete relationships with colleagues, friends and others.



CHANGES

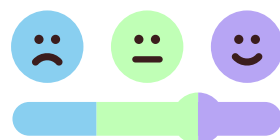
Your personality

Gratitude can make you less materialistic, less self-centered and increase your self-esteem and optimism.

BOOSTS

the brain's feel-good hormones

Expressing gratitude triggers the release of positive chemicals such as dopamine, serotonin and oxytocin, sparking activity critical to sleep, mood regulation and metabolism.



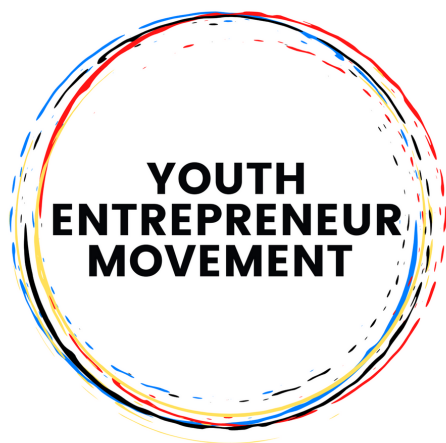
BUILDS

Resilience to struggle

Gratitude builds an inner reservoir of good memories and strength which can redirect our thinking towards the present moment, and help us move forward during hard times.

**"THE MORE
GRATEFUL I
AM, THE
MORE
BEAUTY I
SEE"**

— MARY DAVIS



Find more information at
[@the_human_entrepreneur](https://www.instagram.com/the_human_entrepreneur)

Apply to become a **YEM**
member here!!

Public Speaking Workshop

February 26th 2021

Our very first public event hosted under THE couldn't have gone any better! In collaboration with the Warwick Public Speaking Society, we conducted several exciting and fun activities in breakout rooms to help improve our confidence and communication skills. All attendees' names were placed a ballot for the chance to win a free one on one session to further improve your newly developed skills.



"Fabulous"

"Great"

"No improvements required!"

What Went Down

Looking back on some of the most memorable events at YEM

YEM members have access to:

- A group of like-minded individuals from around the globe with whom you can collaborate with and learn from
- Curated content
- Networking events
- Circle time
- Livestreams
- Exclusive workshops and webinars with great rewards!

Digital Marketing Workshop

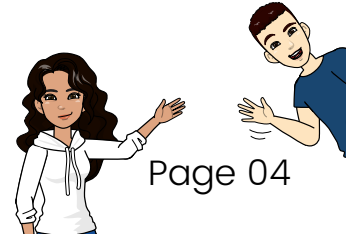
February 13th 2021

We had a fantastic time exploring data storytelling in the development sector with our guest, from Teach for India, Samatha Balachandran! Whilst statistics are great, it is so important to understand and resonate with the "human" stories behind them.

Sustainability Workshop

March 26th 2021

Developing a sustainable conscience is vital for the future and during this great conversation, Varenya, from eco.lotus, discussed how important sustainability is to be a critical decision making factor. We used Eco.Lotus as the starting point for our conversation



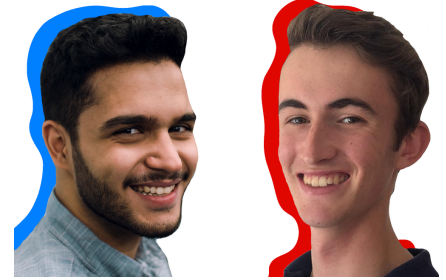
Tune In, Zone Out

Relevant and entertaining weekly content for your daily podcast fix.

Listen to these awesome episodes of our podcast.

Click the moons or titles to listen to the episodes!

THE **HUMAN**
ENTREPRENEUR
podcast



Breaking into the Creative World
Molly Lambourn

Listen Now

@spotify
@apple podcasts
@google podcasts

How to Overcome Perfectionism
Bonus Episode

The Power of Kind Leadership
Jack Parsons

Optimising your Wellness through Fitness and Diet
Eric Edmeades

Fighting the Mental Health Pandemic
Ben West

Sh*t You Need to Know!

THE's news segment featuring entrepreneurship related news and exciting headlines. If you didn't know already, now you do. We got you!

EdTech

Covid-19 has resulted in over 1.2 billion children missing out on education! Consequently, they have become dependent on online learning, which has naturally seen an exponential rise. This has resulted in a competitive and saturated industry that requires significant innovation.

NutSpace is doing just that. Rather than simply providing your classic for core subjects like mathematics and science, NutSpace is catering for what they call '21st-century skills' – critical thinking, entrepreneurship, curiosity & imagination – all targeted for children below the age of 8! These skills are said to be even more important than formal education!

How exactly does NutSpace actually get kids to focus? The approach revolves around fun and engaging stories that encapsulate certain themes, stimulates curiosity, and with the added opportunity for parents to get involved too! With schools around the world beginning to start face to face learning again, will the popularity of online education remain? Well, evidence suggests that children retain more information when it is served through a digital form!



Partnerships with schools seems like the best way forward for many EdTech firms – with some like MyTutor now enabling tutors to provide lessons for multiple school children at once.

Meanwhile, NutSpace has started partnering with schools to ensure that they maintain direct access to children and continue providing them with essential life skills.

Humans of THE

Incredible stories about real people striving to create change in the world.



“WB Yeats’ phrase A Terrible Beauty is born was so true of the pandemic, it was brutal – but within the madness there are heroes, the ordinary folk that stood up for their community – that shared, that got food and medicine for neighbours.”

Discover the story of a 17 and 19 year old who over the last year have constantly focused on amplifying their impact on communities in need

When the COVID-19 pandemic hit the UK and the country entered its first national lockdown in March 2020, the SanHanz sisters, Ciara and Seanna Hamill, rapidly became aware of the pressing issue of key workers having to deal with shortages of personal protective equipment (PPE). Seanna and Ciara's mother, a senior healthcare professional, faced huge difficulties accessing PPE, despite having a front-line role. The sisters were worried about the availability of hand sanitiser both for their family and their wider community. Their father had a connection with a distillery in Northern Ireland, using that connection, Seanna and Ciara setup SanHanzUK to get both affordable and safe hand sanitiser to the people who most needed it.

With time frames being tight and the need to get sanitiser manufactured and sold as quickly as possible, SanHanzUK was completely self-funded, with Seanna and Ciara initially setting up pop-up stalls to sell their products. The sisters began with £20, took no donations and after two months of constant hard work, they found themselves in a boardroom with a multimillionaire signing their first large deal for over £4,000.

"Our challenge was to deliver a product to the same standard and speed as Amazon. We succeeded, almost all orders were next day delivery".

SanHanzUK donates 20% of proceeds to food banks across the country, institutions that also saw a surge in demand as the socio-economic consequences of the pandemic became apparent. With their profits, the girls invested in mask manufacturing capabilities and now supply full "Covid protection packs". In an incredibly short period of time, the business has grown from strength to strength and they are now providing both branded and white label bespoke products to clients ranging from law firms and cafes to engineering firms, professional football clubs, professional rugby clubs and the BBC amongst many others. They also distribute products free of charge to charities such as the RNLI, Nightsafe, Trussell Trust foodbanks and Myton Hospice.

The SanHanz sisters are very grateful to have been able to make a difference during such difficult times.

Firstly, the sisters would like to thank their dad for his invaluable guidance that “allowed us to stand against fear with hope”. The sisters’ father briefed them on negotiation and sales, yet refused to take over, allowing the girls to stand alone – and for that the girls express immense gratitude.

The sisters are extremely grateful for the power of community and the Kenilworth Rugby Club who gave the sisters their first pop-up stall opportunity and who have remained great customers and advocates. In the early days the girls offered free delivery to those shielding and afraid to go to the shop for these new essentials. “This exposed us to a sad reality – so much loneliness so many lovely people with no support structure around them. We became grateful for our own support structure, family and friends as well as local businesses.”

Finally, Seanna and Ciara are grateful “for good people that noticed our efforts at an early stage and our commitment to support those with PPE that they can’t access or afford.” For example, they explained that the graphic design studio in Aberdeen, Fifty Fifty, saw their efforts and called to offer free of charge mentorship to Seanna as their graphic designer.

For 2 hours a week during 2 months, the Managing Director, James Watson, held zoom calls and guided their professional development. Poundland CEO picked up on their story on LinkedIn and sent 7,000 plastic bottles free of charge, which the sisters sent to their supplier, reducing cost and allowing them to invest in other machinery to allow SanHanzUK to diversify. A TV producer also heard their story and asked for the sisters to send him the product which he placed on the set of his upcoming comedy show “Going Viral” currently in front of BBC commissioners.

Above all, Seanna and Ciara would like to remind those of you who are reading this article that Social Enterprise has a central part to play as we build back. The sisters hope that people will demand more, that we will create a more circular economy, that conscious capitalism and the demand that our money goes farther than just the interest of shareholders – that people will remember to shop locally, support independents and remember those that supported them in the crisis.

Check out [SanHanzUK](#)

[Connect with Seanna Hamill on LinkedIn](#)

[Connect with Ciara Hamill on LinkedIn](#)



SANHANZ



GRATITUDE CORNER

In the Gratitude Corner you can find activities, advice and easy habits to help you incorporate gratitude into your daily life.

GRATITUDE CHALLENGE

A 2-week challenge that you might undertake to help you make gratitude a daily habit! You can write down your responses to these prompts each day, do the acts or even simply reflect on them.

On your mark, get set, let's be grateful!

#1

A happy memory

#2

A smell you love

#3

An accomplishment

#4

A personality trait of yours



#5

A skill you are proud of

#6

A person that makes you happy

#7

A cause you are passionate about

#8

A piece of art you love



#9

Your favourite food dish

#10

A piece of clothing you love

#11

Something that made you laugh recently

#12

An area of your home you love



#13

Something in nature that calms you



#14

Write a thank you note to yourself

GRATITUDE JOURNAL

A gratitude journal can help you keep track of things you are grateful for. It is also an essential practice that can help you cultivate gratefulness in your everyday life. Every evening before bed, take 5 minutes out of your day and mindfully write down what you are grateful for.

These are just a few prompts we have come up with. You can continue keeping your own gratitude journal or you can [purchase some really cool ones too!](#)



Three positive things that happened today

E.g. I am grateful for the walk in the park

I am grateful for _____

I am grateful for _____

Three people that I am grateful for this week

E.g. I am grateful for my mum's kindness

I am grateful for _____

I am grateful for _____

Three small things I am grateful for today

E.g. I am grateful for this warm cup of coffee

I am grateful for _____

I am grateful for _____



AFFIRMATION JOURNAL

Positive affirmations can help you raise your energy, increase your happiness and create lasting, positive change in your daily life. An affirmation journal can help you implement that daily habit that will surely have a long-term positive impact!

These are just a few prompts we have come up with. You can continue this habit by coming up with your own prompts or [purchasing an affirmation journal](#) that can help you with that.

Positive affirmations about your health

E.g. I am healthy and able

I have _____

I have _____

Positive affirmations about your relationships

E.g. I am lucky to have people who love me

I am _____

I always _____

Positive affirmations about my work

E.g. I am grateful that I am able to follow my passion everyday!

I can _____

I have the ability to _____

Wellbeing Check

Wellbeing is key. Take care of yourself with these recommended habits and resources.



We all struggle with self-esteem and negative thoughts from time to time. Some of us more than others, and that's okay! That isn't a problem per se, unless you do nothing to change your perspective.

There are many things in life that we have no control over, from other people's behaviours to world-altering pandemics.

The one thing we can control however, is our **mindset** and approach to life. But that is easier said than done and requires a lot of self-awareness.

On the next page you'll find a pragmatic table of typical pessimistic and problematic thoughts (that we've all had!), and a corresponding positive and productive spin you can give them.

Give it a try and see what happens!





LIMITING BELIEFS



MINDSET CHANGE



I'm never going to finish this assignment. It's too overwhelming.



I'm breaking the big assignment down into bite-sized chunks and sticking to my plan.



She is ignoring me and is unkind to me.



I don't know what goes on behind the scene in people's lives. Maybe they're just having a bad day.



All I ever get are rejections. I'm never going to find a job.



Every application and interview experience is a valuable learning opportunity.



All I do is procrastinate. I am so unproductive.



My worth is not defined by my productivity levels. They vary and that only makes me human.



I am ruled by my emotions.



I am not a robot. Feelings are normal and I should acknowledge them fully before moving forward.



I am worried about the future. I can't plan anything and feel lost.



I focus on controlling the controllable. I live in the here and now and make the most of it, everyday.

Every entrepreneurial opportunity available to you this month!

Accelerators

RE_SOURCE

This digital open innovation program is supporting international startups and entrepreneurs who are focused on circular economy and digital disruption of packaging waste. This gives entrepreneurs the opportunity to have access to businesses to partner and pilot products with as well as workshops and a community to take your sustainable business to the next level.

[Apply here by the 16th of May.](#)

Accelerators + Funding Opportunities

THE REFINERS

"DON'T JUST COME TO SILICON VALLEY, CRUSH IT"

This is the mission of The Refiners and we love that!! This is a San Francisco-based Seed Fund Program helping entrepreneurs thrive in the environment of Silicon Valley. Their programme is designed to supporting international startups. Over a three-month period, startups receive funding, networking and mentorship opportunities in Silicon Valley. They also fund up to \$100k, taking 3-7% equity.

[Find out more here](#)

SONY STARTUP ACCELERATION PROGRAMME

This virtual accelerator for European early-stage startups is an excellent opportunity to benefit from gaining support from Sony in technology, business development and commercialisation. They are open to startups from a large range of industries and offer €50,000 funding to participating teams.

[Apply here by the 9th of May.](#)

Events

EXTREME TECH CHALLENGE (XTC)

This is the world's largest social innovation startup competition. Their seven core competition categories include Healthcare; FinTech; Smart Cities Transport; CleanTech & Energy; Education; AgTech Food & Water; and Enabling Tech. XTC connects innovators with a network of investors, corporations, and mentors to help them raise capital, launch corporate collaborations, and scale their world-changing startups.

[Apply here by the 25th of April. It's not too late!](#)

YOUTH ENTREPRENEUR MOVEMENT (YEM)

The Human Entrepreneur's community, the 'Youth Entrepreneur Movement' runs events every week including networking sessions, sharing circles, interactive webinars and workshops. Entry is free and is open to all entrepreneurs under 30 making a positive change in the world.

[Apply here!](#)

UNICORNBATTLE IN SOUTH EAST ASIA AND OCEANIA

This is part of the Largest Startup Pitch Contest in the world where international VCs and Business Angels meet global startups! Past winners of the competition have received \$274m in funding and there is an estimated audience of 125K people from 67 countries! You can attend as a start-up or guest so lots of opportunities to get involved!

[Take part or attend as a guest here](#)

3 Minute Read

THE blogs. Your monthly dose of brain juice

"Social marketing is all about using marketing theories and techniques to promote voluntary social behavioural change for the betterment of society.

Professor and social marketing exporter Alan Andreasen defines it this way:

'Social marketing is the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behaviour of target audiences in order to improve their personal welfare and that of society.'

Read more of the article titled: [Social Marketing to Reduce the Spread of Covid-19](#)

by Anouk Geene

Take 3 minutes out of your day to read it [here](#)

Connect with Us!

If you want to feature in the next edition of The FourOneOne, or you would like to send in content please email us at thehumancommunications@gmail.com

Website

Instagram

Podcast

Youth Entrepreneur Movement

LinkedIn

Facebook

Medium

Twitter

