



HAKIM  
GROUP

# COVID-19 PERSONAL DEVELOPMENT & WELLBEING

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PROGRAMME GUIDE



#STRONGERTOGETHER

# INTRO

## #STRONGERTOGETHER



It is safe to say that we will have all experienced a huge upheaval at home and work over the past few weeks. In normal times (whatever that looks like!), we know our daily routine with a degree of certainty. When (and where) we will be going on our family break, who we are socialising with at the weekend, all the things that we take for granted. In this period of tremendous change to the status quo globally, the reality is, whilst science and governments have their views and associated strategy on what happens next, nobody really knows.

This uncertainty can create unwelcome worry and fear which is what we are currently witnessing in all aspects of our daily life. You can see it on people's faces, and hear it in their voices. Naturally, this is exacerbated by the incessant flow of information on every form of media awash with negative and depressing content. We are worried for our health and for the health of our loved ones, we are worried of the economic impact, we are worried of not being in control, and now we are even worried of each other.

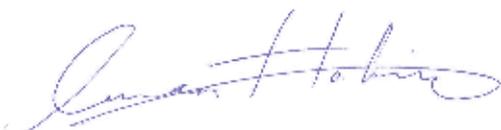
Fear is a natural human instinct. The brain is designed to protect us in the moment, for the sake of survival. It's always looking for what's wrong, so you can fight, run away from threat, or freeze. But if you do one of these three things every time you are fearful, you're going to be constantly fighting, running away, or putting your life on hold.

As humans, we have the ability to control our behavior, to train ourselves to be emotionally fit and create an inner strength, a psychology of resilience. Right now, with what is happening in the world, it really is a time where we have to be more consciously aware than ever, to ensure we keep ourselves and those around us emotionally, spiritually and physically healthy. This time won't last forever and a new normal will soon take its place. There are many things outside of our control right now, however, what we can control is what we choose to do with our time. What we choose to focus on, how we construct a new daily routine that sees us through this turbulence and ensure we emerge out of this stronger than ever.

If your normal routine doesn't afford you as much time as you would like in your relationships, use this time to reconnect with your friends and loved ones. If you haven't had the chance to review your personal and work goals, now would be a great time to do just that. A great time to set some new challenges and architect a plan for the life that you want to live. Create your blueprint. Plan. Learn. Grow. Achieve.

Stay Safe, Be Strong and see you on the other side.

**#STRONGERTOGETHER**



**Imran**

# FOREWORD

## SUPPORTING YOU THROUGH UNCHARTED WATERS



**T**he last few weeks have been turbulent to say the least. One of the things we should be proud of is how all of us, who collectively belong to this community that we call the optical sector, have converged to pool our combined expertise, and realise we are stronger together.

We are now finding some form of new routine - this paradigm shift in how we live, how we interact and the restriction imposed on us has challenged our thinking. It has forced us to make difficult decisions and certainly taken most of us far outside our comfort zones. For how long we do not know. What we do know is that the stress induced over the last few weeks will impact us in different ways. With this in mind, the team at Hakim Group have created a personal development and wellbeing programme to support our practices. In our spirit of togetherness, we would like to share this with you and your teams as we progress through these uncharted waters.

This is a line up of hand picked, world-renowned speakers who will be sharing their perspectives and thought leadership on business excellence and personal development. The speakers are all experts in their respective fields, and together, will help you make the most of this period, preparing you and your teams for the inevitable busyness when restrictions are lifted. This isn't necessarily about work, it is to help you take control of any part of life that you wish to change or improve whilst we are in this period of reflection. Whether that be your relationships, your self confidence, a new skill you wish to learn, or quite simply the future you seek at work or at home. Whatever matters to you in this moment, I have no doubt that you will find the rich and diverse experiences our speakers share, invaluable for the road ahead.

The webinars will form a guide to empower you for a successful future both in work and at home. Access to these speakers would normally cost tens of thousands of pounds for their collective expertise. The webinar platform makes it possible to make a much bigger difference, not just to our HG practices, but by opening these webinars up to the rest of the industry, as part of the strongertogetheroptics community. This access is being offered to you and your teams at no cost, in the hope that it will help some of you divert your focus from the things you cannot control, and instead, allow you to focus on the productive things that will ensure you come out of this stronger than ever before.

All we ask is that if you feel it is appropriate, and you are in a position to, then please donate to our the strongertogether charity and help support our NHS heroes. We have received calls from hospitals and councils asking for us to help them source PPE for the very people working to keep us, and our loved ones safe. This is a challenge that together, we can help with, in a really meaningful way.

Looking forward to seeing you on the webinars.

Best Wishes,

**Gavin Rebello**

**Wellbeing, Personal and Leadership Development - Hakim Group**

# ABOUT

## A BIT MORE INFORMATION

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### **Why has the programme been put together?**

I think we can all agree the last few weeks have been turbulent to say the least.

Our stress levels have been heightened by the uncertainty around the risks to our health and risks to financial and job security. Made worse by information overload which has often lacked clarity, been conflicted or just been absent.

Our important role within the community has never been more visible. Whatever your contribution, whether it's on the front line repairing an ICU nurse's spectacles, differentiating between a vitreous floater or retinal tear avoiding unnecessary hospital time, or (simply) helping flatten the curve by staying at home, we are carrying more responsibility for which we should appreciate each other.

This stress manifests in different ways. Some of us become less patient, less tolerant, emotional or angry. Others find it increasingly difficult to make decisions or feel completely drained.

Stress can affect us both physically and mentally. And whilst a little bit of stress is occasionally good for performance, too much definitely is not. Sometimes stress remains hidden and we feel as though we're fine, but perhaps the disturbed sleep, the ache in our shoulders and our back is something we can ignore for now, only for it to catch up with us later.

Like many independent practices our team is at the core of our success and so we place a huge emphasis on their wellbeing. And that is why this programme has been put together, with speakers who have been hand picked for their expertise in dealing with challenging situations and helping businesses thrive.

### **How will the webinar programme help us?**

The webinar programme will help us to deal with our current situation and arm us with strategies and knowledge, so that we can better manage our stress and reduce its impact on us. We will be guided on how we can best prepare ourselves for when restrictions are lifted and our practices become busy again. To be better than we have ever been, so that as an independent sector, we thrive.

The skills the speakers will share with us will remain with us for the rest of our lives so that whatever we face in the future we will be better equipped to deal with what life throws at us.

### **What sort of topics will be covered?**

- How can we remain calm in difficult turbulent times?
- How can we make the most of the current situation and maintain our integrity?
- How can we prepare our business ready for a flying start when restrictions are lifted.
- How can we be more effective?
- How to deal with the potential conflict with our nearest and dearest - we may be spending lots more time with those close to us and this can have its challenges
- How to make wise choices in difficult situations?

### **What do you need to do to watch the webinars?**

You just need to register for the event! Each webinar will have an individual registration and this will be opened a couple of days before the webinar takes place - so keep checking the website or check your inbox.

Remember, this will be invaluable content for your team who might be at home on furlough. It will be a far better use of their time compared to the alternative of worrying or focusing on stories in the media outside our control. If you want your team to benefit from the webinars they will need to register individually so that we can send them any pre-webinar workbooks and post-webinar summaries.

# PROGRAMME

## NOURISHING OUR MINDS IN CHALLENGING TIMES

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All webinars will start at 8:30pm prompt. Once you've registered all you need to do is, find a comfy seat, a device to watch on and a solid internet connection. Enjoy!

Date	Speaker
Tuesday 14th April	Steve Head & special guest
Thursday 16th April	Gerry Duffy
Tuesday 21st April	Juliette Lee
Thursday 23rd April	Comic Relief / Children In Need
Tuesday 28th April	Phil M Jones
Thursday 30th April	Nigel Risner
Tuesday 5th May	Marcus Child
Thursday 7th May	Brad Waldron
Tuesday 12th May	Mark Robb (owners, managers and team leaders)
Thursday 14th May	Lex Gillette
Tuesday 19th May	Imran Hakim

### Webinar Bonus

Gavin will be running a complementary "introduction to meditation" course after each speaker session. The course has been specifically designed to make meditation accessible and practical for people leading busy lives. It will bring a sense of calm to those choosing to join in, all without the need to try and sit in a gymnastic convolution on top of a mountain.

If you've wanted to explore or experience whether meditation might be of benefit to you then stay on-line after the main session.

# SPEAKERS

## SOME BRIEF BIOS

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### Phil M Jones

Phil M Jones has made it his life's work to demystify the sales process, reframe what it means to

“sell,” and help his audiences to learn new skills that empower confidence, overcome fears and instantaneously impact their results.

He had his first business at just 14 years of age and is the youngest recipient of the “British Excellence in Sales and Marketing” award. To date, over two million people, across 57 different countries have benefited from his lessons, and as a result, they now know exactly what to say, when to say it AND... EXACTLY how to make more of their conversations count.

The author of five international best-selling books, Phil is currently one of the most in-demand assets to companies worldwide.



### Juliette Lee

Juliette Lee is an executive coach, facilitator, poet and award-winning speaker for the leading chief

executive organisation, Vistage.

A former chemical engineer with chemicals giant ICI, Juliette moved into the world of executive development in 2002. Her psycho-spiritual approach accelerates personal growth and shifts the centre of consciousness by connecting with the true Self, developing leaders with greater compassion, courage and wisdom.

It is a powerful methodology honed over fifteen years working with over 400 CEO's, entrepreneurs and business leaders through her executive coaching programs, seminars and retreats. It inspires new levels of motivation and enthusiasm to think, work and live differently.



### Mark Robb

Helping individuals and teams to become the best

version of themselves, underpinned by the belief that outstanding organisational performance is the key to supporting individuals to reach their potential. This is the passion that drives Mark's work.

Specialising in increasing human and organisational performance, Mark has extensive experience creating and delivering leadership development and change management solutions. Having previously held a number of commercial management roles in the UK and Europe with a proven track record in making sustained measurable change to how people

perform as well as bottom line results.

His areas of expertise include performance leading others, unlocking potential and life leadership. He uses a number of methods including arresting and memorable techniques as well as cutting edge research and psychometrics.



## Steve Head

Many of you will know Steve Head as a full time Keynote speaker, inspirational trainer, coach and

author. He is a HG favourite and full of practical ideas that simply work!

Steve created his speaking and coaching company following 16 years of experience in the field of business management and people leadership. He also has 20+ years experience as a top sports coach. Over the past 15 years Steve has presented over 1700 times in the UK and Europe to help teams and individuals deliver sustained success.

Steve's core message is about building on strengths and talents to build self esteem and confidence in yourself, raising your self awareness and understanding the impact you have on others. He is also the coach of the England Wheelchair Rugby Teague Team.



## Nigel Risher

Nigel speaks with authority: his own life having veered perilously away from comfortable norms at times.

He has learned that positive results can come from negative experiences and that we often learn best from situations which are unfamiliar and even uncomfortable.

Nigel has risen to international prominence as a respected author inspirational award winning speaker and peak performance coach. His high-energy messages show both companies and individuals exactly how to achieve long-term success. Nigel's goal is to empower, encourage, inform and inspire. The skills and understanding he shares with his audience not only help them in the workplace but make profound differences to all aspects of their lives.



## Brad Waldron

A native Australian who has spent more time living abroad than in Australia - Aussies consider

him a tourist! He has won awards for his work, developing specialist teams and individuals to achieve greater performance and results, Brad has a proven record of helping others to succeed. He has worked with leading global brands such as Microsoft, L'Oreal, Sony, Warner Bros and Diageo to accelerate performance.

As a Leader he is a high achiever with a proven track record of delivering outstanding financial results, leading and driving change, transforming customer relationships and creating a high performance culture in teams.



## Gerry Duffy

At the age of 27, Gerry found himself stuck in a rut. Bored with life and his physical condition - a symptom of

how he was living his life back then, 50lbs heavier, an addicted smoker and unhappy. Every day he did the same, and got the same.

He decided to take responsibility for himself, made some changes, took up running, created and embraced a healthier lifestyle and as a result, got much fitter both physically and mentally. At that time he was in a less than stimulating job, but quickly realised it wasn't the job that was the problem - it was himself. It was his attitude to it and his lack of ambition for it. As soon as he changed, everything started to change.

Since then, he has run 32 marathons in 32 days and completed a number of other endurance adventures. Hugely inspiring, he has spoken to audiences all over the world, created a speaking and training business on goal setting, leadership, motivation, mind-set techniques and written two best-selling books in the hope that the knowledge he shares will help you achieve your goals.



## Marcus Child

Back by popular demand, Marcus has had a powerful impact on the people and the performance of many well-known businesses during the past 18 years. He inspires confidence, wholeheartedness and courage...and has an impressive reputation for helping thousands of members of hundreds of organisations embrace change positively and successfully. In thoroughly uplifting conversations with audiences his work stirs resourcefulness in individuals and positivity between colleagues.

Marcus's emphasis on exploiting work as an opportunity for self-improvement as well as commercial success means that the new habits he trains are practised in the minds and relationships of people - both, at work and beyond .

He speaks in workshops and on conference platforms with pace, humour and exceptional energy. He has helped an astonishing number of CEOs, MDs, boards, business teams, sportspeople, politicians, teenagers and people living with health challenges realise bold and extraordinary goals.



## Gavin Rebello

Gavin felt that his optometry training gave him little preparation in running his own business and leading a team. To rectify this lack of experience, he devoured as many business books as he could, attended a multitude of workshops and for the last 10 years he has invested in highly experienced mentors to support him in his continuous business development - describing this as his practice owner responsibility equivalent to our clinical CET requirements.

His teacher training courses in both yoga and chi kung have taken him on a deep personal development journey similar to that described by some of the leaders he most admired.

As a current owner of independent practices, Gavin understands the real challenges faced in the current commercial climate

He is a mentor and coach for Sight Care Premium, runs mastermind leadership groups for Hakim Group practice owners and delivers leadership workshops for NHS hospital surgeons and consultants.

## Questions and Queries

Any questions in relation to the programme or speakers, please contact Gavin Rebello at [gavin@hakimgroup.co.uk](mailto:gavin@hakimgroup.co.uk).

For any other questions regarding Stronger Together Optics, please direct to Luke Wren at [lukewren@hakimgroup.co.uk](mailto:lukewren@hakimgroup.co.uk).

# FUNDRAISING

## SUPPORT FOR THE NHS

**O**ur hospitals are tirelessly working 24/7 and this is only made possible by the heroic efforts of all the NHS staff, working under immense pressure to keep all of us and our families safe. All the while sacrificing their own and their families' wellbeing by putting themselves in the riskiest of positions on the front line.

We continue to see positive COVID-19 cases being admitted into the care of the NHS, and the sheer volume of people needed to deal with this crisis means there is also a surge in the requirement of PPE to keep these individuals safe.

So this is a pledge to our fellow colleagues, friends, practice owners and the wider community; in this moment, as we stand together and join the heroic efforts of our other colleagues in the NHS, please support us in fundraising to help provide the vital PPE that is needed to keep them safe and protected.

Not only will the money we raise be put towards funding for PPE, but also other initiatives to assist the NHS in this time of need. We are all in this together, so we urge you to dig deep and donate whatever you can to help reach our target.

<https://www.justgiving.com/crowdfunding/strongertogetheroptics>

Stay safe, Best wishes to you and your loved ones

**#STRONGERTOGETHER**



**IN THIS FAMILY...**

WE ARE **HONEST**

**WE DO REALLY LOUD**

WE MAKE MISTKAES

WE ARE **AMBITIOUS**

WE SAY I'M SORRY

WE GIVE SECOND CHANCES

WE ARE **KIND**

WE HAVE **FUN**

WE ARE..... PATIENT

WE ARE **INDUSTRIOUS**

**WE GIVE HUGS**

WE FORGIVE

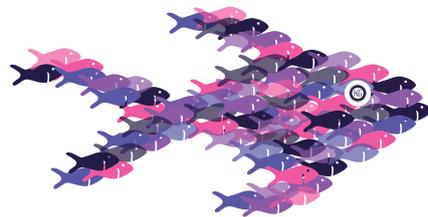
WE ARE **METICULOUS**

**WE LOVE**

WE ARE THE  
**HAKIM GROUP**



HAKIM  
GROUP



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