

# Our Impact

Making a Difference to Improve People's Lives.

## Forever Employable

Exclusive Interview with Lean UX leader Jeff Gothelf.

## Second Wave

How to work through the second wave of the coronavirus.

## Find Your Voice

Exclusive interview with voice and gravitas coach Caroline Goyder.

## Keeping Fit

A holistic food and workout regime to get you through the pandemic.

2<sup>nd</sup>  
Issue

November - December  
2020

# EDITOR'S NOTES

NOVEMBER - DECEMBER

ISSUE



wanted to share with our readers the deep connection that I felt whilst reading Common's new book 'Let love have the last word'. There are three key messages spread over this magazine. Number one, together we can beat the hardest tests in life. Number two, we can overcome hatred by offering love. Number three, we all have a voice that can change the world. COVID-19 is the most difficult trial the world has faced in a very long time. Understandably, this has created stress, despair and sadness in many people's lives. The aim of this magazine is to change people's mindset to a more positive outlook. We are able to do this by taking on some uneasy topics like understanding the effects of the new coronavirus, job losses, stress and unhealthy lifestyles. This magazine gives real answers from some of the world's top experts along with the talent within the Our Impact team. Together we can overcome any obstacle life throws our way. This journey will not be easy but it will make us wiser, stronger and more resilient. I leave you with feelings of hope through the words of American professor Irvin Yalom, 'Our sense of isolation gives us another way to sympathy, so that we're not much afraid any longer.'

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# CONTENTS

OUR IMPACT MAGAZINE



» p.3

## 3 THE SECOND WAVE

by Mohammed Ali, Ariyan Makhecha & Courtney Grant

A double feature article on the second wave of the novel coronavirus. This is a multi disciplinary analysis on the impact the second wave of the coronavirus could cause individuals and organisations.



» p.7

## 7 FOREVER EMPLOYABLE

by Courtney Grant & Jeff Gothelf

Courtney Grant interviews Lean UX leader Jeff Gothelf on his new book "Forever Employable". Jeff shares his secrets on how to maintain employability amidst an uncertain time of furloughs and job losses because of the COVID-19 pandemic.



» p.11

## 11 FIND YOUR VOICE

by Mohammed Ali & Caroline Goyder

Mohammed Ali interviews the luminary voice coach Caroline Goyder. The 8 million-plus viewed "Gravitas" speaker gives Our Impact a musical tour of her latest book "Find your voice". Caroline shares her winning formula for tackling anxiety and impostor syndrome when speaking in public.



» p.15

## 15 KEEPING FIT

by Byron Goodwin

Byron Goodwin gives us his top tips on balanced nutrition and staying in shape whether indoors or at the gym. Byron provides an easy start up workout plan that only requires a set of dumbbells, whilst using COVID-19 awareness techniques to keep you safer by breaking off chains of transmission.





# The Second Wave

The impact on the British population  
by Ariyan Makhecha & Mohammed Ali

There have been so many terms describing the virus behind this pandemic, but what do they all mean? The virus is a type of coronavirus, one of the seven discovered coronaviruses, meaning it is a part of the same family of viruses as SARS and MERS alike<sup>1</sup>. The actual name of the virus is Sars-Cov-2 and the disease the virus causes is called COVID-19<sup>2</sup>. The virus has the potential to affect the upper respiratory tract (consisting of the nose, sinuses, and the throat) and/or the lower respiratory tract (consisting of the lungs and windpipe)<sup>1</sup>. This is particularly relevant when identifying symptoms in patients to deduce how the virus is affecting infected individuals.

As of the 12th of October 2020, there are 37,770,151 coronavirus cases within 214 countries and a death toll of 1,081,653 people<sup>3</sup>. The United States of America, India and Brazil have the highest total cases and deaths. The United Kingdom have 603,716 COVID-19 cases and 42,825 resulted in deaths. This is the fifth highest death rate in the world. Nottingham, Knowsley, and Liverpool are the UK's current hotspots. COVID-19 cases have risen sharply in London, which has currently 59,728 cases and resulted in 6247 deaths<sup>4</sup>. Amongst all of the London boroughs, Richmond-upon-Thames is the biggest hotspot.

The virus presents with varied symptoms across different individuals and often, these symptoms can be easily confused with the likes of the seasonal flu. The NHS suggests that the three most com-

mon symptoms of COVID-19 consist of a recently developed; cough, fever, or change in taste or smell<sup>5</sup>. Whilst these symptoms have been highlighted to be the most prevalent amongst patients symptomatic with the virus, other symptoms such as; headaches, muscle pains, shortness of breath, vomiting, and diarrhea have also been reported<sup>1</sup>.

In addition to this, it is worth noting that you may not express all of the less common or even all of the main symptoms reported<sup>6</sup>. However, the advice from healthcare bodies is to isolate and obtain a test as soon as there is an indication of one of the three main symptoms being present<sup>5</sup>.

Healthcare advisories recommend to manage these symptoms at home whilst isolating and obtaining a test to see if you



virus. If there are any drastic or unmanageable changes to your symptoms it is advisable to seek medical advice as and when required<sup>5</sup>. The CDC has also outlined symptoms consisting of; breathing difficulties, bluish lips or face, confusion, chest pain, and inability to stay awake where it is strongly recommended to seek emergency medical attention<sup>7</sup>. Whilst everyone may experience symptoms at different severities, it is important to be conscious and self-aware of yourself and those close to you so that symptoms can be monitored, the patient can isolate and protect the wider community whilst recovering from the illness with the appropriate rest and treatment as advised by the relevant healthcare professionals.

However, the question then arises as to how can you identify these symptoms and tell them apart from other similar infections? Scientists suggest that patients with COVID-19 often have a new continuous and usually dry cough, which means that you are coughing for long intervals frequently during the day. A dry cough is a cough that does not produce any mucus, fluid, or phlegm. It usually originates at the back of the throat and has a coarse sound. This is because it is believed that the virus irritates lung tissue resulting in a dry cough. Symptoms of other illnesses also include coughs. The main difference between a wet and dry cough is that a wet cough produces mucus, phlegm, or fluid. This is because of the lungs clearing fluid or mucus from the lower respiratory tract. However, a dry cough still has the potential to become wet<sup>8</sup>.

With this in mind alongside the evolving evidence on COVID-19, the advice is to isolate irrespective of the nature of the

cough and that for further guidance, you should seek testing and medical advice if necessary<sup>5</sup>. The other main symptoms of COVID-19 are the loss of taste and smell alongside a potential fever. These must be monitored with equal importance as many patients may have some but not all of the symptoms<sup>1</sup>. When it comes to taste and smell, it is not just the loss of taste and smell you have to recognise. It is also important to be aware of any significant difference in your taste and/or smell<sup>5</sup>. A fever is a temperature of 38 degrees Celsius or greater<sup>9</sup>. Even though there are other symptoms associated with COVID-19 and that many of these symptoms are common amongst other illnesses, the three main symptoms above have been used to try and identify patients with the virus so they can isolate and protect those around them.

The government alongside the NHS and other healthcare organizations has established groups that are vulnerable to the novel coronavirus which may affect some people more harshly than others. Whilst other diseases including the flu are also believed to be detrimental to the clinically vulnerable, healthcare bodies have suggested further groups within our communities that may also be vulnerable to COVID-19.

It is important to shield and protect these members of the community, and whilst it may be a very difficult and new terrain for

us all, there have been some recommendations that we can all practice to protect ourselves and others around us. Simple things can be done like washing hands regularly, being aware and considerate of those around us, avoiding touching our faces, and practicing respiratory hygiene by coughing/sneezing into a tissue or your elbow (if a tissue is not available)<sup>10</sup>. These are steps we can all take to protect ourselves, the vulnerable, and the extended community, but it is also important to understand that there are things that we can do to improve our immune systems to help protect us against not only COVID-19 but any other infections which we may be affected by.

This can be done by simply eating healthier foods, leading a healthy lifestyle, and incorporating exercise into our daily routines<sup>11</sup>. In addition to this, it is also important to address the mental health issues we all may face as a consequence of a crisis such as a pandemic. It is healthy to keep in touch, even if it is remotely, with friends and family. It is also important to engage in hobbies and activities that can still be pursued within local guidelines, and most importantly to seek help whenever needed. This is uncharted territory for us all and it is crucial now more than ever that we are kind, empathetic, and understanding to everyone around us. After all, we will all get through this together.



**Mohammed Ali** has a BA (Hons) in Accountancy and Business, and an MSc in Global Health Policy. He is a member of the Coordinating And Mobilising Emergency Response Activists (CAMERA) Emergency Volunteer Team in Hammersmith & Fulham. He is also the treasurer and committee member for Sutton Speakeasy (Toastmasters International).



**Ariyan Makhecha** is a university student who is aspiring towards a career in healthcare. He is involved in supporting many charities through volunteering and is the founder of a growing online platform; The Spirit of Warriors.



# The Second Wave

The impact on organisations operating in the UK  
by Mohammed Ali & Courtney Grant



**T**he UK Government have put public health measures in place to combat COVID-19. These measures have impacted people's lives, and have changed the way businesses work. The British economy shrunk by 19% over the first three months of the national lockdown<sup>1</sup>. Economists expected gross domestic product to grow by 4.6% in August but actually only grew by 2.1%<sup>2</sup>.

The UK Government have made a number of changes to their public health messages since the virus took hold in the UK. They say the changing science on COVID-19 has led them to make so many changes. Their first message was

simply to “wash your hands.” When the country went into lockdown, the message changed to “Stay home, protect the NHS, save lives”. Most businesses quickly needed to shift the way they worked, moving from on-site work to remote working. The changes mostly affected the entertainment, leisure and hospitality industries, with many firms temporarily closing. Although the UK Government have since eased the lockdown, life has not returned to normal for people or businesses.

The UK Government told people to wear masks in public settings. They have also imposed the “rule of six” on people, meaning that you can be in a group of no more than six people, indoors or outdoors. They have also imposed a 10pm curfew on pubs and restaurants, and the

Police can enforce fines on those who do not comply. The UK Government have since created a three tier COVID-19 alert system<sup>3</sup> for England. This system categorises regions in England in terms of transmission risk, from medium to high to very high risk.

The fast-moving changes to the rules have confused people. These include the differences between what you can and can't do in one area of the country compared to others. In some parts of the UK, these differences have been in the council ward right next to where someone lives.

This ties into a Human Factors concept known as varied mapping. This is when a concept means one thing in one context, yet this same concept means something very different in another context. We can



put this into the context of the COVID-19 rule confusion. Imagine you're with five other people in one council ward. This is therefore the concept of being in a group of six. The rule of six applies in this council ward that you're now in. You're therefore obeying the law. However, you then stray into another council ward. This ward has tighter restrictions, where people are not allowed to meet up in a group of six. The concept of being in a group of six has now changed from being allowed to being forbidden. You therefore find that you're now breaking the law. You then stray into the next council ward after that, which doesn't have the tighter restrictions, meaning that you're fine to be in a group of six.

The concept of being in a group of six has now changed once again from being forbidden to being permitted. If the rules

shift once again in these council wards, this would make things even worse. For example, the first ward removes the rule of six and now has tighter rules, the second ward eases the rules and brings in the rule of six, whilst the third ward removes the rule of six and now brings in tighter rules. This is varied mapping<sup>4</sup>. Research shows that varied mapping forces people to process things more deeply. In other words, you need to think more about what you're doing.

In contrast, consistent mapping means that a concept always means the same thing in any context. Going back to the same example of being with five friends and forming a group of six, consistent mapping would mean that you can all be together in each ward. Or it would mean that you can't be together in each ward.

Either way, you would be very clear on what you can and can't do in each ward. You wouldn't have to think about how the rules vary from ward to ward. Consistent mapping allows you to develop what is known as automatic processing, which is key to developing skill and expertise in any context. For example, an elite pianist doesn't reach that elite level based on talent alone; it's also because they will find the same keys in the same place each time.

At this time, there are almost six million private sector businesses in the UK. Over 1 million business operate in London<sup>5</sup>. The easing of restrictions has meant that some businesses have been able to resume some home-based services. Volunteers have helped greatly, with over 19 million people giving their time either through a group, a club, or an organisation<sup>6</sup>.

However, from the 5th November 2020, England will face a second national lockdown. At the time of writing, it's unclear what will happen in other parts of the UK. A four-nation approach would bring consistency. As more and more concepts get added to a system, things just get increasingly complex. It's not surprising to see an awareness of Human Factors rise during the COVID-19 pandemic<sup>8</sup>, because this field looks at how people work, and tries to find ways to make things simpler.



**Courtney Grant** has a BA (Hons) in Psychology, and an MSc in Human-Computer Interaction with Ergonomics. He is a Fellow and a Chartered Member of the Chartered Institute of Ergonomics and Human Factors, and is a Registered European Ergonomist. He is also a member of the Chartered Institute of Ergonomics and Human Factors COVID-19 Expert Panel.



# Forever Employable

Jeff Gothelf interview by Courtney Grant

**B**estselling author. Coach. Keynote Speaker. Jeff Gothelf is all of these. Three things clearly show the need for what Jeff offers. For too long, companies have struggled to find the balance between agile software development (a way of developing software in a uncertain environment) and User Experience (UX). For too long, management have struggled with being stuck in their old ways that no longer work for them. For too long, people have struggled to reinvent their own careers.

The COVID-19 global crisis has touched people's lives in so many ways. The pandemic has shown how important it is to build better technology to meet people's needs. The crisis has shown that the old management ways of the past do not work in a crisis like this.

The crisis has left people feeling less certain about their jobs. This is why Jeff's work is so important. Jeff brought forward a new way of working in his bestselling book "Lean UX" with co-author Josh Seiden.

This showed a better way to mix agile software development and User Experience. It laid out how software developers and User Experience designers can work together to create great products.

Jeff then brought a new way to think about management in Harvard Business Review Press book "Sense and Respond" with Josh Seiden. This shone a light on a better way to manage people and teams.

Now, Jeff offers something that the world needs right now. Something that can help people with all of the uncertainty they feel in the COVID-19 crisis. Instead of looking for work, Jeff shows how to make work look for you. Here, I interview Jeff Gothelf about his latest book, "Forever Employable".



**Courtney:** Hi Jeff, thank you for taking part. In "Forever Employable", you mention that you had five years to figure out what to do with your career before you reached the point of no return. The current COVID-19 crisis has forced a lot of people to think about their work roles. Could you tell us how Forever Employable can help people to figure out what to do right now?

**Jeff:** I 'perceived' that I had 5 years to create a back up plan. In reality, I could have kept going for years further but the challenge of maintaining position and salary requirements would become increasingly more difficult to achieve. COVID has been an accelerant for many things including how we think about and pursue the future of our career. The opportunities we face now are that people have a lot of questions, feelings and frustrations with the current reality. They want to hear from you to know that they're not

alone, that you've figured something out and that you're continuing to do work during the pandemic. The best thing you can do right now is start sharing that story. Start small — tweet, write something short, record a quick video — and post it online. See what resonates and amplify from there.

**Courtney:** One of the key challenges of becoming a thought leader in your field is that it may leave you with less time to practice the work you do. Could you explain how to deal with that trade-off?

**Jeff:** This is something I faced head-on. I balance my career with "thought leadership" work like speaking, teaching and coaching while also doing consulting work that keeps my skillsets sharp and provides me with new examples and stories to share in my content. Depending on where your revenues are coming from, finding that balance key to ensuring your skills stay sharp, you stay relevant and your stories stay fresh.

## FOREVER EMPLOYABLE: HOW TO MAKE YOUR CAREER INVINCIBLE



**Courtney:** "Forever Employable", as well as your book "Sense and Respond", speaks of the need to focus on outcomes over deliverables. Could you tell us why this is key for people to do?

**Jeff:** Our goal should be to motivate people to behave differently. Whether we're building a product, a service, a business or a career, we want to have an impact on people who consume what we're building. The act of creating these things is the beginning of the conversation with our target audience. It's our best guess about what will deliver value to them. The real determinate of value is whether their behaviour changed because they consumed your product, service or skillset. We call these outcomes (rather than outputs) and if you can see people behaving differently (in a positive way) due to their interaction with you then you know your material is resonating. If you don't see that then no matter how much you love your ideas or think they're great, they're not working

and you need to pivot to something else. The best way to know where to pivot to is to ask these same people why they reacted the way they did to your content.

**Courtney:** "Forever Employable" contains tools and methods that people can immediately put into practice. At the same time, the book shows that there are no shortcuts to becoming an expert in any field. What is your message for those just starting out in their career?

**Jeff:** Just starting out is a story. Lots of people are just starting out and they want to know how others are doing it. Share that story — the wins, the stumbles, the learnings — to show that you're doing the same as them and that they may be able to learn from you AND that you want to learn from them with their feedback and comments.

**Courtney:** Thank you very much for your time, Jeff.



**Jeff Gothelf** is a designer and true agility expert. He is the leading voice on Lean UX. He is also an award winning author and an international keynote speaker.

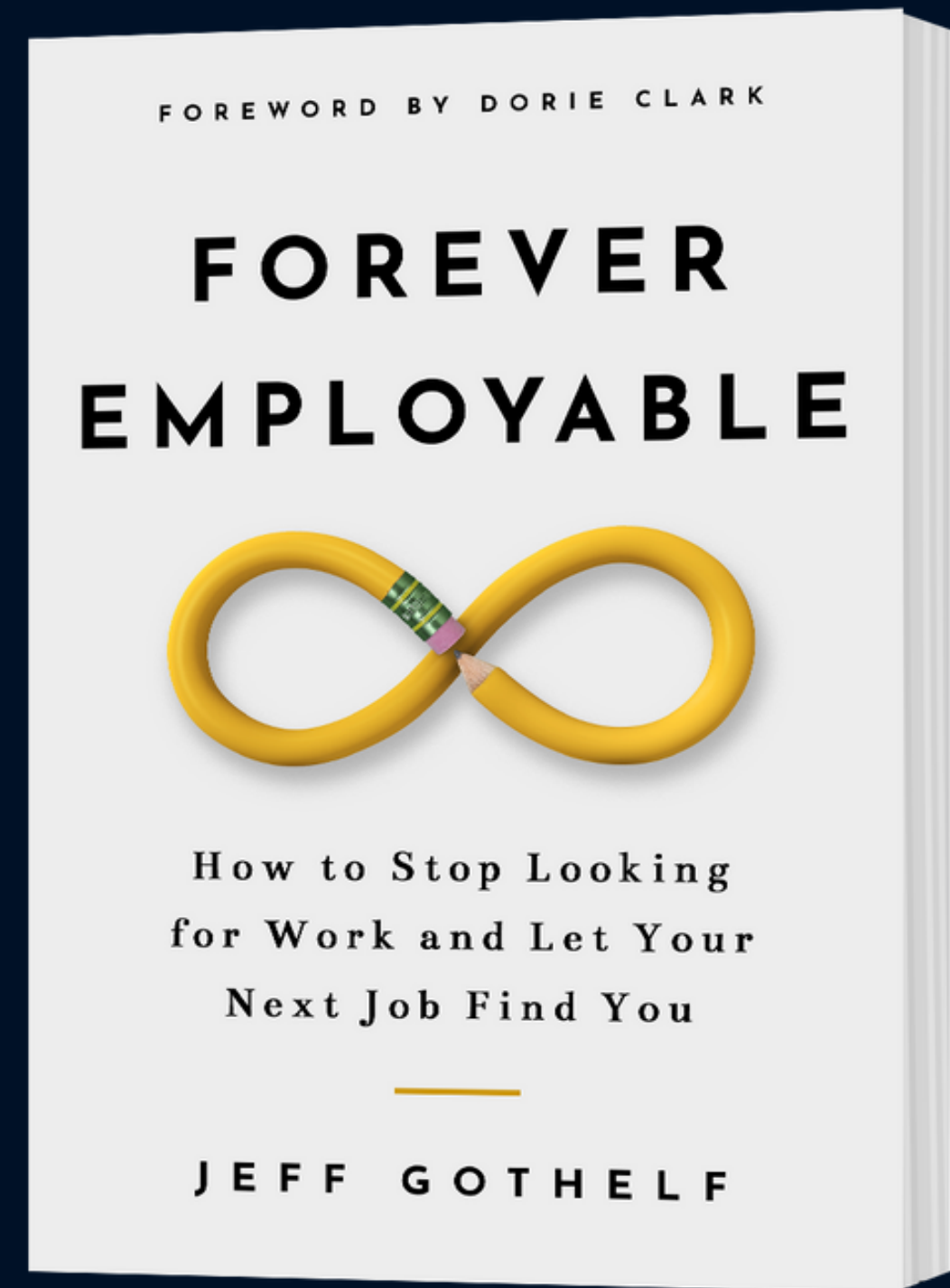


**New from the bestselling  
co-author of  
LEAN UX and SENSE & RESPOND**

**The traditional definition of work is changing. Take back control of your career and create your safety net so you don't get left behind.**

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# Find your voice

Caroline Goyder Interview by Mohammed Ali

**C**aroline Goyder embodies the word 'gravitas'. She is a leading voice coach. Bestselling global author. An eminent speaker and an influencer. Caroline has coached employees from leading brands like Coca Cola, Bloomberg and British Telecom. Caroline's contribution in the field of diction is well known in public speaking clubs like Toastmasters. Caroline studied at the University of Oxford before taking on acting and later becoming a teacher at the Royal Central School of Speech and Drama.

In the last four years, she has written three books, "The Star Qualities", "Gravitas" and "Find Your Voice". Her books get people active. She asks her readers to breathe, write, stretch and even balance books on top of their heads.

Caroline is a very creative writer. In her new book "Find your voice", she arranges the organs of the body like musical instruments. This helps the voice find the right notes in tune with Maslow's hierarchy of needs. Caroline uses etymology (the study of the origin of words) to tell us how public speaking can cause fear and stress to some people. She explains how deep breathing helps us feel, see, and hear better. This then allows us to be more aware of who we are and thus boosts confidence.

Caroline now has her own training program called "The Gravitas Method". In her 16 year career, she has helped people working with refugees, people with mental health issues and even the "Big Issue" magazine.

Caroline has featured on the BBC, ITV, and Channel 4. She has been a guest on radio shows. She writes for many broadsheets and magazines including CEOWORLD. Caroline's TEDx talk, "The surprising secret to speaking with confidence" has over 8 million views on YouTube. It is with great pleasure I speak to Caroline Goyder about her new book, "Find Your Voice".



**Mohammed:** Hello Caroline, thank you for taking part. In "Gravitas", you shared a formula. Knowledge plus passion plus purpose minus anxiety equals gravitas. How would we know if we have gravitas?

**Caroline:** Confidence and therefore gravitas is a muscle, not a birthright. We can all build confidence and gravitas if we practice good habits. It's my belief that all the skills you need lie within you.

Your voice will find its natural power when you find your strong spine — when you own the space within your body and own your space in the world. And power is where we're going next because, with your calm centre, your strong back is all about the grounded, embodied power you can find in your voice.

For example, in my TEDxTalk, I used Big TED — figuratively speaking, my large chest of drawers shaped like a man's torso. Big TED accompanied me onstage to perfectly represent the idea that within me I have everything I need to embody confidence. Open the drawers in yourself and you'll find your

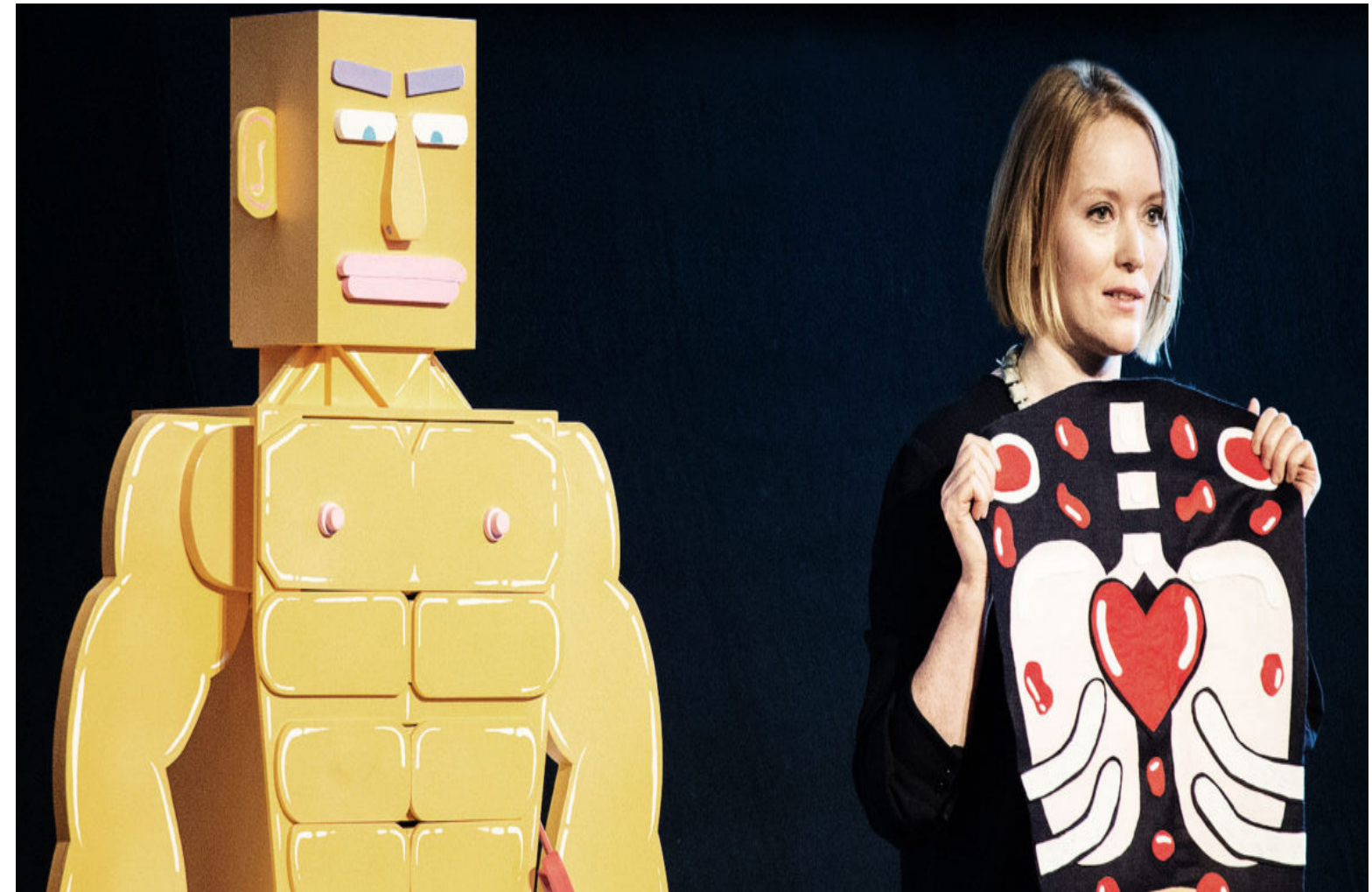
voice and your gravitas as a speaker.

**Mohammed:** In your book "Find your voice", you describe the organs in our body as musical instruments that fine tune our voice. One of those organs is the diaphragm. Could you explain how our diaphragm can help us with our voice?

**Caroline:** The diaphragm is THE power source for our voice. The diaphragm and the intercostal muscles create space for breath to come in via the lungs while supporting it as it heads out of the body.

Rapport is diaphragmatic. The diaphragm responds in sympathy with others. When your breathing is diaphragmatic, the whole of your expression feels joined up and you find that you move, speak and think in a calm, whole system.

**Mohammed:** In "Find your voice", you mentioned that computers can do things faster than humans, but its the ultra human skills that stand out. Could you expand on that point?



"Big TED accompanied me onstage to perfectly represent the idea that within me I have everything I need to embody confidence."

**Caroline:** I believe that in the digital age there is more reason than ever before to find your voice, and when you do it will enable you to speak up and stand out for your calm, control and confidence. Soft skills are more important than ever in fostering relationships with clients/customers, winning that pitch or making an impact as a leader.

**Mohammed:** In "Find your voice", you mention the term "taking your half". Could you explain this term and show how it can be used in stressful situations like job Interviews?

**Caroline:** Actors are always given the half (15mins before 'curtain up'). This is their time to centre, prepare and ground themselves to focus on the performance that is about to come. Give yourself time (or even better diarise 15 minutes) before an inter-

view or an important zoom call to just be. Don't check emails, unplug from the tech that surrounds. Be Still, quiet, breathe and allow yourself to be present, calm and centred.

**Mohammed:** In "Find your voice" you encourage people to "find their song and sing it". How can singing help us find our own voice?

**Caroline:** Singing is SO good for you! It lifts the spirits, warms up the voice releasing endorphins that relieve stress and boost our immune system. When we sing, our voices naturally express ourselves fully with energy and resonance giving you a natural, unforced confidence to take on anything!

**Mohammed:** Thank you very much for your time Caroline.



**Caroline Goyder** is a leading voice coach, international speaker and best selling author. She trains politicians, broadcasters, businesses and individuals through her "Gravitas Method" program.







# Keeping Fit During a Pandemic

by Byron Goodwin



**No** need to over complicate things. There is no one rule you have to follow. Creating a food schedule at the end of every week should be simple. As long as you have a balance in your macros and micros intake, you will find results in your meal preparation.

Macros are the most vital source of nutrition and consist of carbohydrates, proteins and fats. You want to keep your protein high as it is essential for muscle building and weight loss. Carbohydrates are our main source of energy. Carbohydrates should be moderated but can be adjusted depending on your goals and body weight. A Handful of fats supports cell growth and lowers risk of heart disease. Micros compliment macros in proving your body with complete nutrients. These include vitamins, minerals and fibre. Micros can improve digestion whilst helping the immune system and bones function properly.

## Get in Gear



Fitness even in the current climate can still be worked on and even increased, if you're willing to put in the hard-work. For starters, make sure you have comfortabe attire to allow flexible movement. Footwear should be comfortable and allow a stable fit when you plant your feet in. If you are using a mat, make sure it has been washed and it is the right size for you. If you are using a smartwatch make sure it is set to your preference before the work-out. With that said, we are ready to go!



# Sanitisation

## Breaking the chain of transmission



**1** Germs, viruses and bacteria can spread from unwashed hands. Our hands come in contact with many things throughout the day such as our phones, handrails, tabletops and even our shopping. Handwashing thoroughly for twenty seconds can eliminate many viruses and reduce the transmission of the coronavirus.

**2** It is important to clean the equipment with a disinfectant spray with at-least 60% alcohol concentration, before and after using any equipment. Wipe down the equipment using a paper towel and dispose of the paper towel in a waste bin. Again this helps to stop any transmission of coronavirus should the equipment be shared.

**3** it is also essential to clean the hands regularly with hand sanitiser containing atleast 60% alcohol concentration. The hand cleansing process should be thorough and should reach the webs around the fingers. This should be done for twenty seconds. Regular hand washing reduces the chain of transmission of any virus.

# The Workout Plan

## Get results with practice, repetition and paitence

When it comes to physical activity, don't overcomplicate your training. Stick to and master the basic principles. Stretching each muscle group before and after a workout is a vital asset, especially to keep injury free. Keep the stretches basic and hold each stretch for a minimal of 8 seconds. When it comes to core/body weighted drills and weighted exercises, Keep the number of sets between 3-5 (especially if you're beginning training) and keep the repetition count a minimum of 8 and a very maximum of 15. I believe this is a suitable target set that will encourage you to be realistic but also push you further.

### Tip!

Keep the weights of the dumbbell light to begin with when you are starting off. 10 is a good repetition target because it is the balance between strength training and hypertrophy. Do sets of 3-5 , because less than 3 would not contribute to much personal growth and over 5 could leave you prone to injury.



**1** Firmly grasp the dumbbells creating a "W" shape with your body. Make sure your back is straight and your shoulders are rounded. Breathe in as you push up.



**2** Push the weights with a straight arm for 1.5 to 2 seconds. Then slowly bring back the weights to the default position whilst exhaling. Now return to step 1.



**3** Start with your arms straight and still by your side, knuckles facing upwards. Keep shoulders and back relaxed.



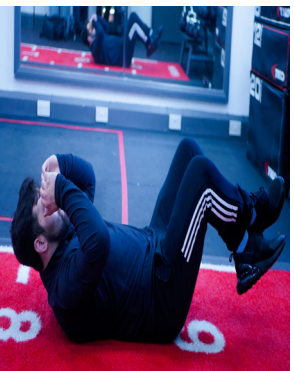
**4** Keep back and shoulders fixed. Raise arms so knuckles are in line with shoulders. Hold for half a second before slowly lowering the weights to the starting position.



Firmly grasp the dumbbells in each hand, an inch from the top of your shoulders. Ensure your knees are bent and your back is straight. At the same time, power your arms straight above your head and let your legs go straight to complete the motion.



Keep a tight grip, then as you lunge forward, make sure your front knee is bent and your back foot is flat. The curl is performed at the exact same time. Exhale as you finish the lunge and make sure to perform the exact same amount of lunges on each leg.



Keep your back straight on the ground and embrace your core. Keep your hands nearby your head and then lift your legs from the crossed position in a straight up movement pattern. Try to touch your feet when performing the raise part of the drill. Exhale as you perform each new repetition.



Start in the same position as the last drill. Maintain stillness with your core and back. Cross your legs and allow the heels to touch the ground. Keep your hands by your head and exhale as your sit up. As you start a new repetition, cross your legs and slowly bring them back to your core.



**Byron Goodwin**

@ByronGoodwinPT

A level 3 personal trainer with NVQ in advanced nutrition. Qualified personal trainer for three and a half years. He is qualified as a first aider and has undergone COVID-19 awareness training programs for gyms. He has over 15 years experience in martial arts training including taekwondo, boxing, mixed martial arts and catch wrestling. Byron trains groups and individuals privately both in person and online.



# Further Reading

## The Second Wave - The impact on the British population

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## The Second Wave - The impact on organisations operating in the United Kingdom

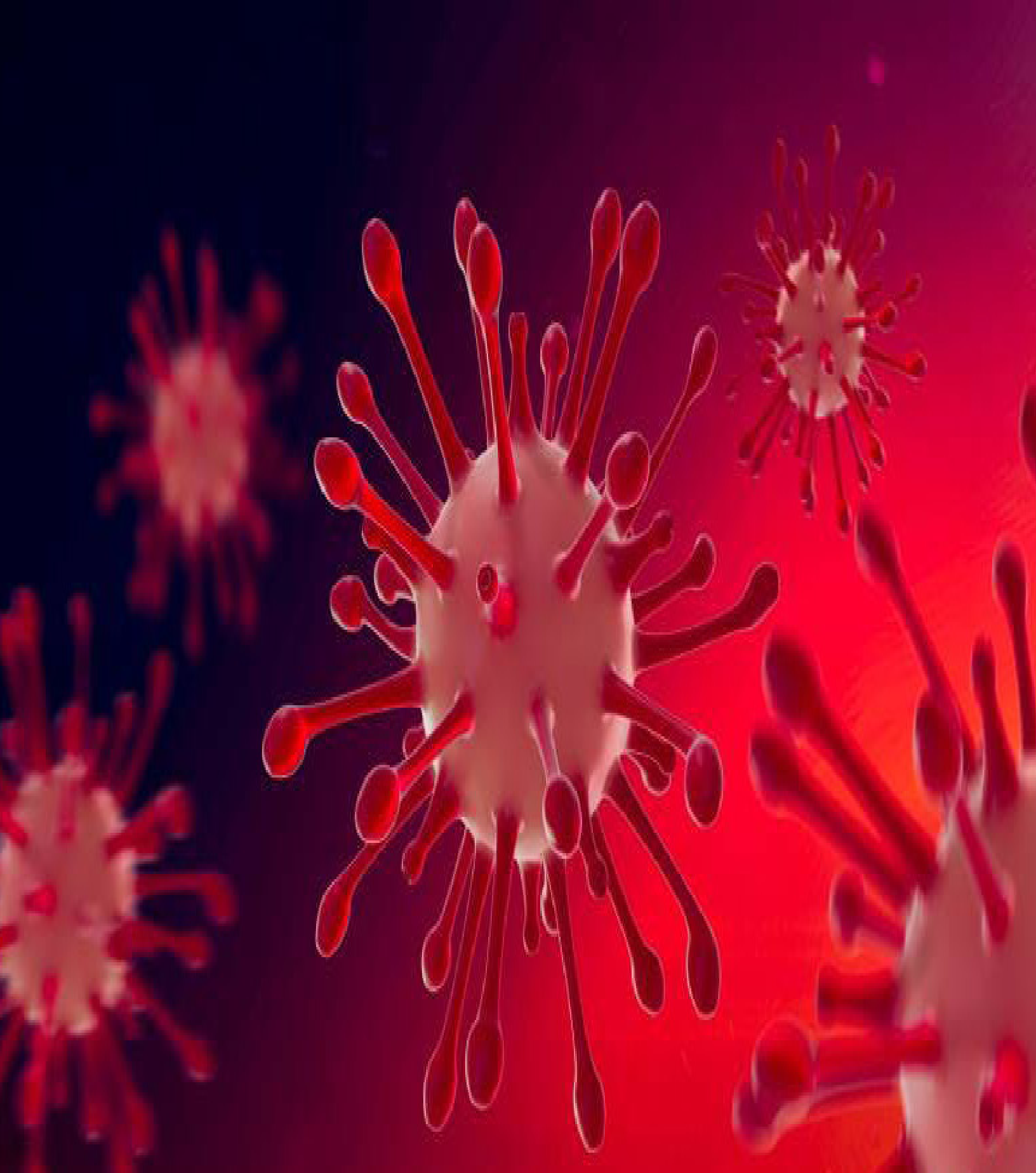
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