



Dear Friends,

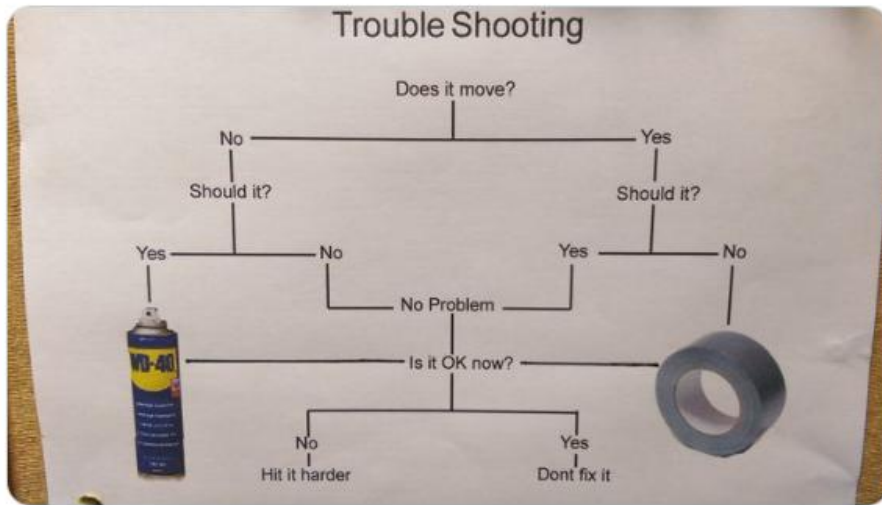
In the United Kingdom there has been an ongoing lockdown due to coronavirus restrictions, with no indoor meetings and only meeting up to one person. Spring has arrived and there has been a recent announcement about being able to meet more people outdoors for exercise. This is good news, hopefully it will lead to more people becoming active, although suspect will lead to more people purporting meeting for outdoor “sport”.

Previously I used to enjoy squash, clearly not best for social distancing so took up tennis instead when this was allowed. Haven’t been able to play this either for some time so have taken up a new sport - Stand Up Paddleboarding (SUP). If not windy, this is an excellent refreshing trip out, learnt this from a couple of excellent YouTube videos, here is [one](#). Have got more than one board so if any of you are local to Tayside and fancy something different please get in touch, assuming you can swim! My website has been updated with some background about [SUP](#) and if you have any feedback would be delighted to hear this.

Tweet of the Month



Marcus Baw
@marcus_baw



11:00 PM · Mar 24, 2021 · Twitter for Android

2 Retweets 18 Likes



Chris Weatherburn @ChrisWeatherbu1 · 11h
Replying to @marcus_baw



If all you've got is a hammer you may find many nails!

Brief thoughts about subtitles these are very useful, not just for people with hearing impairment, they genuinely make your video content more accessible. Just imagine you are watching a video on public transport. In addition if you have Netflix and want to learn another language worth having subtitles in the language you are wanting to learn. Am led to believe containing subtitles may make the YouTube algorithm more likely to promote your content. It is easy to generate YouTube subtitles that you can correct after your video has been watched a few times. If you are making a short video clip for Twitter it is worth putting the effort in of adding subtitles which may help it get watched more often.

In Newsletter 2 October 2020 I mentioned would reveal a benefit from using a Teleprompter is that it can assist with producing subtitles. However, after listening to kind feedback received, personally have stopped using a Teleprompter as it makes my videos appears very scripted. I do believe being able to use a Teleprompter is a good skill to develop and worth exploring in future, particularly if you ascend the greasy pole of career success and need to stick to the co-operate message!

YouTube Video of the Month



Opted for this video as leadership is an interesting topic, it is clear some people suffering from [imposter syndrome](#) and at times are reluctant to take up leadership positions. This book was written by a former military commanders who now provide leadership expertise to various businesses, it is different from other books on leadership that I have read. Dichotomies of leadership are conflicting characteristics or actions that you may or may not take and obtaining a good balance is required. A few examples of dichotomies would include leadership versus followership, making training too easy versus too hard and planning versus over-planning. Simply reflecting on these dichotomies can help you develop your own optimum leadership style. It is worth watching to find out about the symptoms of micromanagement, if these occur in your team take creative action with less ownership to enable your team to perform to their best.

Hope you have found this helpful, as always thanks for reading, take care and keep in touch,

Until next time, take care,

Chris

Please click on this link to: [forward this newsletter to a friend](#) so they can sign up!



Chris Weatherburn

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