

Dear Friends,

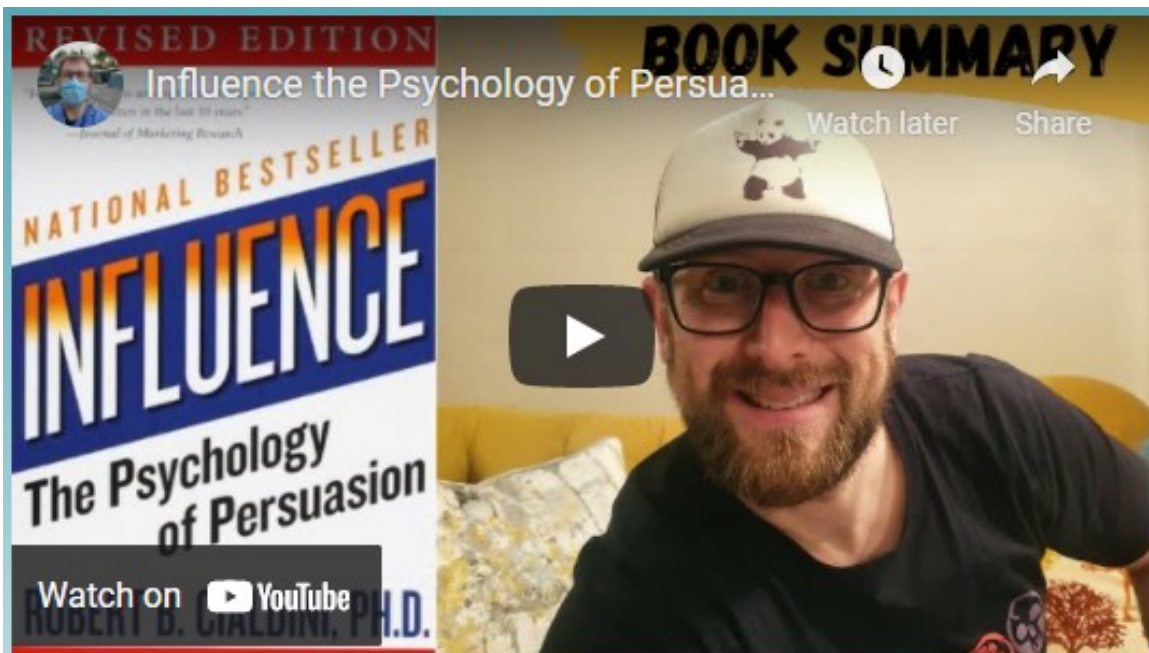
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Summer is upon us and things are opening up again. This is great, but have felt a bit too busy recently trying to balance multiple jobs and also learn [R](#). R is an impressive statistical analysis software which is completely free, for example maps that automatically update data can be produced with R. It is rewarding when the bits of code work and [R Markdown](#) can produce impressive documents. The downside is it takes lots of time.

Learning R required me to obtain true focus and the elusive 'flow state'. If you want a hack have found deep trance music really helps obtain this peak state of being present – although be aware the hours can pass by very quickly.

Like everything finding the balance is key. For me, I realised that I need to have a holiday and perhaps reduce the amount of work I am taking on.

### YouTube Video of the Month



REVISED EDITION  
Influence the Psychology of Persua...  
NATIONAL BESTSELLER  
**INFLUENCE**  
The Psychology of Persuasion  
Watch on YouTube  
ROBERT B. CIALDINI, PH.D.

BOOK SUMMARY  
Watch later Share

Influence: The Psychology of Persuasion by Robert B. Cialdini

Influence has a huge amount of learning, check out the above fairly long VLOG summary or my comprehensive [written summary](#). Particularly enjoyed the case of rectal ear ache, in which a doctor ordered ear drops to be administered to the right ear of a patient with an ear infection. Instead of writing out completely the location “right ear” on the prescription, the doctor abbreviated it so that the instructions read “place in R ear.” Upon receiving the prescription, the duty nurse promptly put the required number of ear drops into the patient’s anus. Neither the patient nor the nurse questioned this. The important lesson of this story is that in many situations where a legitimate authority has spoken, what would otherwise make sense is irrelevant.

From experience I don’t think this occurs in Scotland much, people are more likely to eat suppositories, without looking at the written instructions!



## Recommended Website

Ok, appreciated started with a dry topic so will recommend a lighthearted website:

[www.fark.com/](http://www.fark.com/)

Fark contains lots of links to news websites across the world with excellent one line comical summaries that are bound to put a smile on your face.

## Tweet of the Month

A screenshot of a tweet from Manira Ahmad (@ManiraAhmad) posted 1 hour ago. The tweet text reads: "TY @ChrisWeatherbu1 - this pandemic like many has changed my life forever in all aspects. Sharing my journey with others has been such a welcomed release & connecting through stories & #livedexperience helped me understand "I'm not alone" ❤️". Below the text are the hashtags #CompassionateLeadership and #NHSScot21. The tweet includes a quote from a post by Chris Weatherburn (@ChrisWeatherbu1) from 3 hours ago, which says: "Nice to hear @ManiraAhmad heart felt reflections on dealing with a pandemic #NHSScot21 @NHSScotEvents". The tweet shows 1 reply, 6 likes, and a share icon.

**Manira Ahmad** @ManiraAhmad · 1h  
TY @ChrisWeatherbu1 - this pandemic like many has changed my life forever in all aspects. Sharing my journey with others has been such a welcomed release & connecting through stories & #livedexperience helped me understand "I'm not alone" ❤️  
#CompassionateLeadership #NHSScot21

The most important words you say in your life are the words you say to yourself.

Greycy Bell and 6 others

**Chris Weatherburn** @ChrisWeatherbu1 · 3h  
Nice to hear @ManiraAhmad heart felt reflections on dealing with a pandemic #NHSScot21 @NHSScotEvents

1    6

Opted for this Tweet of the month as it followed an example of excellent powerful story telling relating to coping with change from the pandemic. Story telling in leadership is particularly important, had just read and summarised this related [book](#). This particular Tweet resonates as:

1. You are not alone
2. Your internal monologue is important – have plenty of books summaries on [thinking](#)
3. Cope with change, I often refer to change as the only constant
4. Importance of [leadership](#)

Until next time,

Chris

PS This July newsletter is uniquely titled No 11 July, as it happens 11<sup>th</sup> of July is my daughter, Eva's birthday. So happy 13<sup>th</sup> birthday :)

You are always an inspiration and have provided so much joy and purpose into my life, thanks. Although, you won't be reading this as your email bounces my newsletter x

