

Session Title:	Y I don't give an F anymore: A personal journey in resilience
Speaker(s):	Keir Robinson
Chair:	Callum Fraser
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Speaker/Institution Bio/Information:	Keir Robinson Undergraduate Recruitment Manager (UK), University of Edinburgh
Overview/Aim of session:	In this workshop we will explore what resilience means and how I have used two specific resources that have helped me overcome my challenges. As you may tell from the title, this workshop will have some swear words in it, it is unavoidable. If the F bomb offends you, then probably best to sit this one out... they drop frequently!
Workshop Content	<p><u>Warm Up</u> Anyone offended by swear words? Thank f*ck for that!</p> <p><u>Ground Rules and Assumptions from Keir</u></p> <ul style="list-style-type: none"> - I am not an expert, in fact, I know nothing... - what has worked for me, may not and probably won't, work for you! - I don't mean to offend - these are not Edinburgh and HELOA views or endorsements <p><u>Swearing</u></p> <ul style="list-style-type: none"> - swearing tastes good - releases endorphins (Ice Study) - culturally tolerated differently <p><u>This is my story</u></p> <ul style="list-style-type: none"> - Keir discussed a number of key events in his story, including two personal bereavements surrounding his time at University. - Kier introduced the idea of Thursday Night Pints (TNP) <p><u>Thursday Night Pints</u></p> <ul style="list-style-type: none"> - Two of Keir's close friends realised that he needed some consistency and something to look forward to following significant bereavements

- "So, life sucks right?" and everyone is going through something
- "Having a happier life doesn't hinge on turning lemons into lemonade, but on learning to stomach lemons better!"

It's not about making something bad, good – it's about being able to stomach the bad, a little bit better

Resilience

1. The capacity to withstand or to recover quickly from difficulties, toughness.
2. The ability of a substance or object to spring back into action

What has worked? Start with Why!

- Simon Sinek – book and TED talk
- Marketing drivel and jargon
- "People don't buy what you do, they buy why you do it"*
- it's about reframing the 'why' to help you get through the tough stuff in life

What is Why? "The Golden Circle"

- this is what drives actions and people's decision makings
- Outer circle – "What" is easy – everyone knows "what" they do
- Middle circle – "How" we do it is also pretty clear in most cases (*mission statement, strategy, priorities*)
- Centre circle – "Why" isn't always clear, sometimes it is just a feeling (e.g. *"Why are we friend?" "Just because we are"*)

What is Why? – Student Recruitment

- what > recruitment students
- how > UCAS, Fairs, Presentations etc.
- why > can't always articulate it

Golden Circle Examples (Noted Below)

"People don't buy what you do, they buy why you do it"

Success

- success is a relative term... hindsight is a perfect science
- NFL Sport Example > lots of events and factors can affect what success may look like, compared to expected success

Subtle art of not giving a F*ck!

- book & netflix special – Mark Manson
- self-help author
- this book is not about, not caring!
- if you don't care about anything, you're a sociopath

	<ul style="list-style-type: none"> - you have to care about something - what you care about is 100% your choice and no one else's <p><i>You have to give a f*** about something, so what are you going to choose to give a f*** about?</i></p> <ul style="list-style-type: none"> - you're going to die (sorry if this is new info to you!) - there are only so many f***s you can give... - priorities are key! <p><u>Youtube clip > A Valuable Lesson For A Happier Life</u></p> <ul style="list-style-type: none"> - golf balls are the really important things, take care of these first (family etc.) - pebbles are important things, but not always urgent (car etc.) - sand is the other aspects of life, but they maybe shouldn't take up as much room - no matter how busy life is, there's always room for a beer! <p><u>Priorities</u></p> <ul style="list-style-type: none"> - we are in charge of setting our own priorities - we define what success is - what is your why? Flipping it what, to why, may help you set your priorities and be surprising <p>Robert Webb</p> <ul style="list-style-type: none"> - mentioned UCAS Exhibition experience of Desert Island Discs (find podcast/Linkedin post) <p><i>Never underestimate the impact of your IAG or any conversation (brief or otherwise)</i></p> <p><u>REMEMBER YOUR WHY</u> - HELPING STUDENTS MAKE INFORMED DECISIONS</p>
<p>Case Studies/Examples:</p>	<p><u>Golden Circle Examples</u></p> <p>Example: What is Why? – Creative Zen</p> <ul style="list-style-type: none"> - what > it's easier than having lots of records - how > 5GB music storage device - why > it's easier than having lots of records <p><i>No one bought it... (they started with the what, rather than the why)</i></p> <p>Example: What is Why? – Apple</p> <ul style="list-style-type: none"> - why > we want 1000 songs in your pocket - how > 5GB music storage device - what > Here is our iPod – the future <p><i>People bought it... it's all about narrative</i></p> <p>Example: What is Why? – Martin Luther King</p> <p><i>"I have a dream" is the narrative/the why, it's inspiring and people will buy in more</i></p>

	<p><u>Success Examples</u> Dave Mustaine Pete Best - original drummer in the Beatles, but kicked out. He deemed himself more successful though than the Beatles, as he enjoyed life, didn't have to deal with the spotlight etc.</p>
<p>Scenarios/Roundtable discussions:</p>	<p>Take 5 – Chat to the person next to you and talk about a moment when your working life was hard. How did you deal with it, how did you get by?</p>
<p>Questions and Answers:</p>	
<p>Summary Key takeaways:</p>	<ul style="list-style-type: none"> ● Life sucks, and everyone is going through something! ● You are in charge of your own priorities and what you choose to give a F*** about ● Define success relative to yourself <p><i>It's not about making something bad, good – it's about being able to stomach the bad, a little bit better</i></p>