



**World Changers Podcast**  
**Ep.6 Side hustles and success**

**Elle Bradley-Cox** 00:09

Welcome to World Changers, a podcast exploring the trends making an enduring mark on our world of work, and how business leaders, HR teams and internal communicators can stay one step ahead.

**Elle Bradley-Cox** 00:26

Ever looked at your job and felt like it wasn't enough? That you want more? As more of us take time after the pandemic to reconsider the kind of work we do – almost half in fact, according to McKinsey, it raises the question, what if corporate decision making could embrace the possibilities and realise the benefits of the side hustle? Our marketing manager Kate Went chose this theme as her World Changer for our 2022 report. Later in this episode, we chat with Bradley Barlow, communications officer and D&I partner at SGN about his passion projects and how he feels IC teams can help highlight the stories of our side hustles. But before that, I spoke with Kate and a few more scarlettabbott teammates to find out what lights their fire outside the nine to five.

**Elle Bradley-Cox** 01:11

Hello! As if I don't know already, tell our audience - what's your name and what you do at scarlettabbott?

**Kate Went** 01:17

My name is Kate Went and I am scarlettabbott's marketing manager.

**Lindsay Kohler** 01:21

I am Lindsay Kohler and I am our lead behavioural scientist.

**tony beresford** 01:27

My name is Tony Beresford, and I'm one of the joint heads of creative consultancy at scarlettabbot

**Lu McKay** 01:32

My name is Lu and I am the director of consultancy at scarlettabbott

**Tony Stewart** 01:36

my name is Tony Stewart, and I'm head of digital at scarlettabbott

**Elle Bradley-Cox** 01:40

Tell me about your side hustle or passion project. What is it? What lights your fire?

**Kate Went** 01:44

Outside work, I have various passion projects. I am an illustrator. I write poetry. I do a lot of copywriting. Lots of creative pursuits!

**Lindsay Kohler** 01:55

It won't come as a surprise to those of you who know me, but I do a lot of writing for work. So naturally, one of my hobbies outside of work is also writing and specifically to screenwriting and screenplays.

**tony beresford** 02:10

My side hustle is Ghostbusters, and ghostbusting!

**Lu McKay** 02:14

I'm a business coach. I work with women in business, helping them get really clear on their vision, clarify their goals, build the confidence, to work towards them and take decisive action.

**Tony Stewart** 02:26

Which one?! So one of my side hustles is as a photographer, taking photos of beautiful queer people that live here in Berlin. I also do some videography work as an extension of photography, music, videos, documentaries, that kind of thing. I'm also a performing drag queen. I get on stage to speak about gender, politics and the queer experience. Oh, and I'm also a streamer on Twitch. So I play computer games, and people come and watch me play them. And we've created a really lovely, community around the games that I play and things I do in a digital world.

**Elle Bradley-Cox** 03:05

How do you balance it with your day job? Do you balance it with your day job?

**Kate Went** 03:09

I try to block out dedicated time to work on my projects. It can be hard because you don't always have inspiration when you have the time. And when you don't have the time you have the inspiration. And that can be frustrating. But yes, I do try to block out dedicated parts of time to follow the things I want to do. And I set myself little projects.

**Lindsay Kohler** 03:28

It was easier during lockdown, I'm not going to lie, but I think it's finding the times of day that work for you. So for me, I like to write between like six and 9am on Saturdays before the world wakes up. Or I

pick one or two nights a week during the weekday. And that's my project times. So you know, the work laptop goes away at 5:30 in the personal laptop comes out at 5:31.

**tony beresford** 03:57

It's basically just a hobby, but it's a good distraction from other things. As a creative I'm often wanting to do something that involves my creative skills and talents but don't want anything that's too close to work. And I wanted something that was away from computers. So I turned to prop building and building full scale models of the props that are found in the film Ghostbusters,

**Lu McKay** 04:21

It can be a bit of a balancing act. So, I do actually work part time because I'm a mum to a nearly two year old so I'm three days a week at scarlettabbott so I use my time outside of that whilst I haven't got my daughter to sort of build things up. I work with a couple of clients in New Zealand. So whilst the time difference might be a challenge with some it actually opens up a few extra windows for me so you can often find me on a coaching call at 5:30 in the morning.

**Tony Stewart** 04:47

So one thing that really helped, thanks to scarlettabbott, is going part time. These things are super, super important to me. And so I approached Jezm our MD and spoke to him about these things and and he agreed that if they're important to me, then they're important to scarlettabbott and my wellbeing. So, I've reduced my hours to three days a week. And so I focused those extra two days on the photography, videography, the Twitch streaming. And all the other wonderful things that I get involved with. Does it mean I'm paid less? Yes. Have I been this happy with my work life balance before? No. So like, it's kind of it's a trade off. But one I'm very happy to make. And I'm really thankful to scarlettabbott for allowing me to do that.

**Elle Bradley-Cox** 05:33

Do you find there's a skills crossover? Does your side hustle help you in your career? Or does your career help you in the side hustle? How does it work for you?

**Kate Went** 05:40

There's definitely a crossover. In terms of copywriting that I do outside of work, it's often about topics that are nothing to do with the types of things that I deal with at scarlettabbot. But I think having a broad portfolio of the type of writing you do keeps you from always looking at things in one way. So it helps to broaden the scope of how you approach creative challenges at work. And the same with illustration. It means that I look at things with a bit of a design lens, which can be useful when I'm chatting to our designers.

**Lindsay Kohler** 06:12

There's not a direct correlation. I wanted to answer that question with a "yes, it does", but not a direct correlation. But I think what is helpful is when you have a passion project outside of work, it takes a lot of pressure off of your work and off of your day job. Like, I don't need my work to provide the be all and end all in terms of fulfilment and purpose.

**tony beresford 06:37**

Well, the hobby itself has sort of extended to beyond me just tinkering in my garage into a global network of friends, which I built up through the use of social media, particularly Instagram. And I remember I sort of started using Instagram just document my prop building. But through that I met a lot of people and now I have friends all over the globe, or I talk to on a regular basis. It's not just about Ghostbusters, we've become friends have actually asked how each other are. I guess from that I learned a lot about social media platforms and how to garner followers and how to best use hashtags and, and how to grow an account. Really, I think it's also led to a lot of charity work, and I work with a local group in the Newcastle area, the Northeast Ghostbusters, we do a lot of events where we raised about £1,000 over the summer last year, and then another £1,000 around Christmas for a toy drive appeal.

**Lu McKay 07:35**

Yeah, absolutely. So alongside my consultancy work at scarlettabbott I have been doing coaching with some of our clients. And so there is there is definitely a crossover in terms of the extra thinking and reading I do around leadership development and coaching practices, personal development, productivity. There's a definite crossover in terms of kind of what I can then therefore bring to my consultancy. And also my consultancy experience also helps me give examples and sort of share with real life opportunities to my clients as well.

**Tony Stewart 08:11**

Absolutely, unquestionably, because I bring my whole self to work. And that involves my side hustle that involves my opinions on gender, my drag my videography, my visuals like it, they're all one. And when I think about a lot of the work we do, it's kind of around communities and communities of practice, creating a community around computer games, or being a part of a drag community, or working with the other videographers and editors and camera people on the videos that I produce, of course, they lend themselves to collaboration and community and shared purpose, which is absolutely what we teach and preach at scarlettabbott. So unquestionably, my and also my scarlettabbott stuff also informs a lot of how I approach my work and my side hustles. So to be able to take a brief, being able to question it with my client and understand what it is that they want from the photography or the direct show, or whatever it is that I'm helping produce. So there's absolutely bidirectionality between my work style, and my personal side hustles and that's, that's something that everyone benefits from.

**Elle Bradley-Cox 09:16**

Some employers don't like to encourage their people to pursue or maybe even talk about their side hustles What do you think about that?

**Kate Went 09:23**

I think some employers feel threatened by the idea that if they allow, in inverted commas, their people to pursue their passion projects that their people will dedicate more time to that become distracted, grow their own interest, and then leave the business. But I think it's a missed opportunity. There are so many benefits to being able to bring your whole self to work to share the things that you're passionate about. Not every job is inherently thrilling. And while we need to go to work, we don't always love every minute of what we do at work, so being able to talk about and enjoy and share the things outside of

work that really fire us up is super important. And it helps to build communities and cohesion in the workplace. So I think it should be encouraged.

**Lindsay Kohler** 10:14

I'd have to ask "why?" Maybe it's a lack of psychological safety and bringing your authentic self to work, and is the gut feeling that people are working on their side hustles when they're supposed to be doing their job. I guess I would just really want to get to the heart of the why that would be discouraging. Honestly, it's really short sighted. And why would you ever want your employees to not do something that brings them passion and purpose? I think there's just a lot of self reflection that leaders have to have if they have those policies.

**tony beresford** 10:52

Well, I think that that's interesting, because I think mine doesn't really cross into work. It's not like an assigned job, as it were, it's more of a hobby, but it does bring me a lot of happiness. And I think people know that, I think a place like scarlettabbott, it's quite interesting, because I think geek culture has often been a bit sort of in the dark and a sideline as it were. But I think we're in a safe environment. And we can talk about the things that make us happy. I mean, most of the other guys talk about football, I talk about science fiction and fantasy,

**Lu McKay** 11:23

I think that's very much an opportunity missed. So as employers, we employ a whole human. So if we are able to access all of their skills, and all the expertise and experience, so whether that is going either in the workplace or outside of the workplace, there's real real benefit, because you never know how the work that they're doing outside of the nine to five could potentially benefit the work that your organisation does.

**Tony Stewart** 11:52

What are you doing? It doesn't make any sense. These things have by directionality. And we if we can bring our full selves to work, and our creativity and our innovation and our ideas, of course, that's going to have a positive knock on effect and things we do. And there are absolutely been things that I've discovered in my personal hustle, but I've brought into conversations with clients and their stuff that conversations I've had with clients that have made me rethink and understand and readdress how I speak to people that I work with, from the video and the photography stuff. So it's it's crazy to think that anyone would want to make someone's experience or passions smaller when they're in the workplace when those things absolutely will have a positive effect on their ability to work.

**Elle Bradley-Cox** 12:42

Thank you so much to all of my fantastic colleagues there for sharing more about their side hustles and success.

**Elle Bradley-Cox** 12:57

Now, when I think about the phrase, "another string to your bow", I definitely think about Bradley Barlow, communications officer and D&I partner at SGN, which is a gas network based in Scotland and the south of England. Bradley somehow also manages to fit in freelance design and copywriting being a

mental health advocate and a role as the artistic director at Pitchy Breath theatre company. So when it came to thinking about side hustles, and passion projects, I couldn't wait to ask Bradley about his. So Bradley, welcome for World Changers podcast, so delighted to have you here. Thanks for joining me,

**Bradley Barlow** 13:32

thank you for having me.

**Elle Bradley-Cox** 13:33

I mean, it's an illustrious career. You're busy, busy outside work. Tell me a little bit about what work life means to you. And then all of this side hustling as well.

**Bradley Barlow** 13:43

Sure. So, I mean, I've been working with SGN now for just coming up to five years. And it's been a bit of a strange route into joining SGN, really. My degree was actually way back in Dance and related Arts, which I don't think exists anymore. So, for three years, I spent half my time dancing, contemporary dance and choreography and the other half working in media, theatre, art and music. And once I graduated, I started working on a teacher training course and very quickly realised that was not for me. So I then went to work for the Home Office for a little while, and then moved on to to work for a university for about 10 years. My communications background and my communication communication skills, I suppose, kind of developed almost organically from there. It was certainly not what I set out to do at the start when I was a wide eyed youth, but now it's developed into this and I'm really lucky in that area and it's very supportive of what I like to do outside of work. I think for me I'm really lucky. The people I work with are intelligent, creative, clever, exciting people. And I think the company as a whole are brilliant, working to kind of change the industry that we're in. So for me, it's good that I've kind of got that background. And also they allow me to indulge some of the other kind of non obvious interests that I have as well. So, you mentioned, I'm a D&I, partner, for example. You might describe me as a lefty, or woke or whatever. But actually, for me, it's just about being a decent person or a decent human and doing the right thing. And actually being a D&I partner has allowed me to really develop that knowledge and develop that kind of mindset for a greater good.

**Elle Bradley-Cox** 16:02

Can we just talk about how I think all of the things that you are interested in connect, in one way, that I've only just made the connection to while we've been sat here, but I think it's empathy. I think when you work in comms, you're empathetic to your audience and their needs, right? But then when you're creating a performance, like dancing, or theatre, or whatever it might be, again, you're thinking about your audience, and you're trying to move them with your movement. And I just, and then there's the whole D&I angle, and then mental health angle, that is all about empathy. I just made a sweeping observation. What do you feel about it?

**Bradley Barlow** 16:39

I'm actually a complete bastard in real life! No. I think you're absolutely right. I think that's a really good summary. When I was at school, I was bullied, and I've had a lot of personal experiences. I think mental health advocacy is quite important for me. I've had a few bouts of depression, I've been on medication to solve those issues. And there was a point where I had a breakdown, and I was signed off work for an

extended period, probably about eight years ago, I was lucky in that I received the support I needed and wanted. But it's about kind of learning from those experiences, and making sure that I can be there to support other people and be that support that I received. It just kind of goes back to being a decent human being, you know. How would I want to be treated if I were going through something? I think that's why D&I issues and mental health issues are really important to me, because I've been affected by mental health issues, and I've had that support, and I want to offer that support to other people too. I don't want to sound like a stereotypical cis white, straight male by saying, I've got a sister and mother and all that comes up, but actually, there is something that is fundamentally true about that, you know, I don't want my kids to miss out on opportunities, just because of their gender. You know, it's important that everyone is given equal opportunities, wherever possible. It just goes back to empathy. It's about just being just doing the right thing. Fundamentally.

**Bradley Barlow 17:22**

Thank you for sharing about your mental health, it's really brave of you and important to do so. I want to talk about balance and I want to talk about how, with all of these activities, do you protect your Mental Health, resilience and all that sort of thing? Is that really important part of what you do? Do you do all of these different things for your mental health?

**Bradley Barlow 19:03**

I think I probably balance it in a kind of subconscious way now, because I've been doing it for so long. It just becomes a standard part of life. You mentioned about Pitchy Breath. So, I haven't always run Pitchy Breath. And I no longer run Pitchy Breath. But I remember a couple of years before I took over running them, it was during the period where I had my breakdown. I'd already been asked to write and direct a new play for them coming up that Autumn. My head was in a multitude of different places. But knowing that I had that deadline to get the play written essentially gave me a little bit of focus. But then actually when I entered into the rehearsal periods as I was directing it as well, it gave me some light to my life. I was in a very dark place, but actually, the social aspects of it, the focus, the the level of creativity that comes with creating a production like that, it can't help but infiltrate that darkness and make things better. But yeah, balance is a tricky thing. So I said I gave up Pitchy Breath back at the end of 2020, I moved away to a company that are based near Gatwick. They've been running now for over 25 years. I went in and took over in 2016 and ran it relatively independently for about four and a half years. But I needed a change in my life really. And normally, in the past, when I've needed to change, I've kind of changed my job or whatever. But actually, I like working with SGN. I like my job. So that wasn't an option. So I moved away. So I moved down to to Portsmouth down by the coast to be near to my family. So it was an opportunity to restart and look again, at how I approach my creative side. And what came from that was this opportunity to work with the Physical Groundlings Theatre, which has been running for a very long time, but is not particularly well known in the city. I wrote and directed a new play called The Legend of Grimms Tales based on Grimms fairy tales. We've worked with four professional actors and a cast of community actors. That was the first time while working at SGN, we've really had to look at how I balanced that. Because actually, in the past, it's always been working in the evenings, or the weekends. Whereas this, I've had to actively take leave, I've had to plan out everything, loads of new aspects of my life. When I get to see my children, as well, you so it can be tricky. But I think you've also got to think about the reasons why you're doing it and the benefits. What's the payoff? For me, it was a fantastic opportunity work with some fantastic professional actors and



fantastic community actors as well. But also, it's my first play that's been targeted for a family audience. So it's the first time my children get to watch anything that I've written, they've seen me perform, but they've never seen anything that I've written and directed because it's generally for a mature audience. With that came other opportunities, as well. Because my kids haven't been able to see something I've written before, I took that as an opportunity to see how I could represent them in it. So my eldest, for example, has panic attacks. So for me, it goes back to the mental health issue and the D&I stuff of how can I bring that into the play as well. One of my lead characters has anxiety issues and there's a breathing technique that we do with my oldest, where it's kind of a rise and fall. You hold out your hands and you raise one finger up then down, so you breath in, breath out, breathe in, breathe out, the finger rises and falls. So I stole that and put it in the play, essentially. For a multitude of reasons. I don't think we talk about that. This was a male character as well, which I'm particularly passionate about. So I specifically gave that to the lead male character to kind of to be dealing with that. And then actually, eventually, when my eldest watched it, they felt a little emotional in a nice way, because when do you get to see yourself on stage in that way? So there are payoffs to what can be a tricky balancing act, but I think it's it's definitely worth it for sure.

**Elle Bradley-Cox 24:52**

It really sounds like it and you know what, it actually sounds like the antithesis of hustle culture, which I think we think about as to be "always on" and living busy and all of that sort of stuff. Really bad for other people's mental health. Your work sounds like the complete opposite because it's considered, you're thinking about solving some of society's problems in whatever minor way that we can all contribute, right? But actually, representing people, and I guess my question really is wondering if it's purposeful. And if it's meaningful? More than it is about feeling like you've got all these different things going on in your world to be busy?

**Bradley Barlow 25:40**

Really good question. I think it's a bit of both in a way. I think it's probably more purposeful than it's "must be doing something." I can't tell you how much I've been looking forward to the show. Don't get me wrong, I'm very proud of the production that I've just been involved with. But equally, I always get to this point, maybe a week or two before the show either comes to an end, or is about to start by just coming out. I can't wait to just sort of sit and watch Netflix! I can finally catch up on the new season of Stranger Things. I think, certainly, in terms of my writing, being a D&I partner now for about three years now. It's definitely made me rethink what the purpose of my creative writing is, and what's the point of it is. Obviously the latest production was the legend of Grimm. So I knew I wanted something mental health related in there. But also, I was looking at the characters of Cinderella and Rapunzel and how the prince comes in and saves the day. And actually, that's not real life. And so while I was quite lucky that I found this sort of commonality between some of the characters. So instead, I think I was probably a little heavy handed in some of my approach with some of the writing. But it was very key to me that I wanted the female characters to be independent, strong women, as much as possible. So our lead character, was the twin of the male character with the anxiety issues. And she's a she's a very strong young woman, almost to the point where she has a kind of barrier to what she says. She sometimes says stuff without thinking. So it supports being a strong person, but actually thinking about what effect that might have on another person. We've also got characters like Rapunzel who, rather than in the original fairy tale, either falls out of the tower or gets pushed out in the tower, in our version, she hooks



her hair over and climbs down the tower herself. But then she still has this moment of "Yeah, but the prince saved me." Did he though? You've got out that on your own! And similar with Cinderella, we point out to her that the prince has completely forgotten who she is, until a shoe fits on her foot, which is absolutely mental. If you've gone out for a night, and then the next day, you bumped into this guy in the street, and he completely ignored you until we went "Oh, no, but this shoe let the shoe fits on my foot". "Oh, yeah, of course. That's why I love you". It's just absolute nonsense. So it was fun to play on those ideas, but also give the tales a bit of a 21st century twist. Also kind of show that love and relationships aren't everything. They're not the be all and end all of someone's life. And certainly not having validation for your life from another human. That's not that's not a healthy trait, so that was key for me to try and integrate that as well.

**Elle Bradley-Cox** 29:27

I also feel like how can SGN not absolutely love that you're going out there and doing this sort of thing? Because you're you're bringing those skills straight back to work.

**Bradley Barlow** 29:39

100% Yeah, and I think I think when I first joined SGN I certainly think they saw my creativity as a bonus for sure. I mean, I've had no kind of formal graphic design training. It's all everything I've learned and built up over far too long to mention, I suppose. But actually they feed into one another. So, I designed some of SGNs social media posts. And equally I think I've pretty much designed nearly all of the posters for any play I've ever written. And so it's kind of a constant learning journey. If I learn something, whilst doing something theatrically, then it kind of feeds in naturally to the work I do. SGN. I think because I perform as well, I'm a more confident speaker. That's definitely my competence, and makes me unafraid to speak up. If there's a press interview that needs to be done, it doesn't faze me necessarily because I'm a born show off!

**Elle Bradley-Cox** 30:52

But I think it's brilliant. And I do think more employers should kind of get with the times and realise that side hustles do bring success, I guess. What do you think are the reasons why they're more hesitant people are more employers, if you like more hesitant? Do you think it's about trust? Do you think it's about time? And how can we sort of shift that perception?

**Bradley Barlow** 31:14

I think there's probably an assumption that anything going on outside of work might have an impact on on the day to day. It's 2022 now, and I think the pandemic has probably shown that actually, that isn't always necessarily the case. The importance of supporting someone's work life balance is integral and I think employers need to be brave and just have trust. I know, for me personally SGN pay me, that is that is where the bulk of my income comes from. And actually, it's not in my interest to go off and create work outside of that that may may fly or fail, potentially. But I need that safety net of working at SGN to allow me to the opportunity to go on and do those things. And I think that's probably true of a lot of people with those sorts of side work and side hustles. I think you need to have honest and open conversations about it. It'd be one thing if someone were working on a side hustle that was really secretive, and perhaps even went against kind of the ethos or the work with your main employer. So it's just about being honest, being brave, and having having trust in people and trusting that actually,

they're not going to be taking the mick and working on company time on a personal project. I think again, it goes back to that being a decent person, I don't think most people with any kind of side hustle would do that. Because the mere fact that they've got a side hustle shows that they're entrepreneurial, they're a proactive person. And actually, I don't understand why that could be necessarily seen as a negative thing, surely it's a positive thing.

**Elle Bradley-Cox 33:27**

And you know, we're talking about a lovely complementary skill set. So like, if you're a yoga instructor outside work, guess what, you can facilitate a meeting. And it's all of those lovely work benefits that it speaks to the power of external experience. I genuinely believe the more that you broaden your experience, it doesn't have to be in work, per se. But the more that you broaden your life experience, the richer understanding of humanity that you can get and understanding why, exactly to your point, we're all just human, and we're just trying to do our thing.

**Bradley Barlow 34:02**

Exactly. And I think as well, you know, it's totally wrong. I'm sure there are plenty of people that you know, just do the nine to five and are perfectly happy with that. And there's absolutely nothing wrong with that. But then equally there are people that want to fill their lives with all sorts of other stuff. And that's okay, too. There's nothing wrong with that. I think it's interesting, because in 2020, when it all kicked off, for me, it was a really good opportunity to just stop and pause and have a breather and think about is my life as it is now. How I want it to be and I think what I'd learned with the company that was previously running was that actually, I was putting so much work and so much effort in, but it was becoming tiring. It was becoming less fulfilling, in a way because, without going into too much detail, there was a change in how the company was being funded and the whole system of how the company operated, essentially. And so what that meant was, there was a different level of expectation on what type of work we should be producing. And, I guess, less freedom as to what we should be doing. I think that the direction the company needed to go in is absolutely right. But I don't think I was necessarily the person, it wasn't where my heart was at that point. So 2020 was a great opportunity to pause and rethink "is this the right place for me?" and I said I needed to change. So stepping away and having that breather for a few months was was really good opportunity for me. Moving to a different area has given me a whole wealth of new opportunities and different opportunities and different different people to work with and different experiences. SGN has been really supportive of that as well. They were very supportive of a change of location for me.

**Elle Bradley-Cox 36:16**

And that diversity of thought, like we're saying, just makes such a difference to your perspective, you think differently, you take in other ideas, you innovate, it's amazing.

**Bradley Barlow 36:26**

Exactly. And I think that's it. You're suddenly working in a creative industry as well, you do come across diversity of thought, different people, different backgrounds. When I was working with Pitchy Breath, it was generally community theatre lead. So I was working with people from all sorts of backgrounds, people who are on minimum wage, I suppose in some regards, some people who run their own businesses, and were working moms, single mums, a whole range of different people and not only

does it introduce you to different lifestyles, different different ways of thinking, but also introduces you to having to find ways to work with those different people. A single parent, for example, may not be able to attend every single rehearsal, whereas someone with their own business might be like, yeah, I can give that to someone else to manage for the week or whatever. It's quite a jigsaw puzzle trying to make sure everything fits into place neatly. That's a unique skill as well, learning how to manage people in that unique way will transfer over to a day job such as I have now but also for managing projects as well as people. It's a transferable skill.

**Elle Bradley-Cox 38:03**

Now, final question, Bradley, you are on the World Changers podcast, and I don't know if we prepared you for this. I'm slightly worried that we haven't! But it's something that I asked every guest of mine. Who would you nominate as your 2022 World Changer? Who's rocking the world for you right now?

**Bradley Barlow 38:24**

At the moment, my Instagram is just filled with with people speaking out about Roe v Wade and the atrocious Supreme Court decision. One person in particular that stands out quite often is Jameela Jamil - a Channel 4 presenter from what I remember, now actress. She's in The Good Place and stuff. She always seems to be very outspoken and very on the money about women's issues and body shaming and the way that the Kardashians have infiltrated our public consciousness of how a woman should look. I think Jameela Jamil is a fantastic example of someone that's worth following. I think it's really important to make sure that you broaden who you follow, broaden beyond the social media accounts that you follow. I think, particularly in the last week with Roe v. Wade, that a lot of my friends and a lot of people that I follow, are sharing from accounts that I didn't even know existed. So I think for me, that's what's changing the world. It's those people. It's those accounts that are bringing to the fore those issues and raising subsequent issues other than the obvious ones. So obviously with Roe v. Wade, for example, that's the immediate issue that presents. But then there's the intersection of it as well. There's also the the issues with male presenting person, what is the effect it's going to have on? You have the Don't Say Gay bill, as well in Florida, turning back the abortion rights is just an even bigger minefield for a person like that. I think making sure that you're following a range of different accounts, social media accounts come to really broaden your horizons. And I think seeing the the main story is very important, but actually exploring the wider issues of it is is even more important. For me, world changers are those social media accounts that are trying to do that.

**Elle Bradley-Cox 41:00**

Thank you so much, Bradley, for your time and your expertise. I've really enjoyed our conversation.

**Bradley Barlow 41:04**

Thank you very much for having me. Really appreciate it.

**Elle Bradley-Cox 41:09**

Our huge thanks to Bradley Barlow. If you want to join the conversation on side hustles and success do join us later this month for our webinar, where you can put your questions to our expert panel. We'll share the details in the session notes and on our social channels. Want to continue the conversation meantime? Do come and chat to us over on Twitter @scarlettabbott or drop us an email at

Hello@scarlettabbott.co.uk and we'll see you next time for another dive into World Changers 2022. World Changers is a podcast by employee engagement consultancy scarlettabbott, hosted by Elle Bradley-Cox. Find out more at [scarlettabbott.co.uk](https://www.scarlettabbott.co.uk).