

PEERS / FRIENDS

Peer support is where people shared experiences, characteristics or circumstances and they support each other to improve business. Peers can be people with similar businesses, or from similar communities or backgrounds

Peer support can manifest itself in many different ways.

Sometimes peer support is informal, for example when people meet to discuss a shared business opportunity, or an online community where you can talk to people with similar mindsets and experiences.

Peer support can also be used more formally, for example with trained peer supporters working within your business sector.

This range of peer support means that delivery can vary, with people and organisations from different sectors involved in providing peer support. Therefore, the term 'peer support' can be used to cover a range of activities which can cause misunderstanding and issues with how the evidence base is used and how people become aware of and access your services.

There is no standard model for peer support, there are some inherent principles or standards that are consistent and shared. Being specific in your expectations will help.

Families

The support of family can help people to develop positive interpersonal relationships. For example - values, attitudes, beliefs, faith and even culture.

Having the support of family is a very beneficial factor that can support an individual's success. As family is the first institution for people's learning and also it is an economic and emotional support for individuals – people tend to limit themselves with their thinking in their environment.

Moreover, love and affection from family and also inspiration from family can persuade people to be more successful in their lives – the reverse is also true.

Where possible it is truly beneficial to gain the added family support, however we have seen first-hand in the world at large many individuals who have gained resilience, tenacity, strength and much success despite their family support and / or the environment they were brought up in.

Having a growth mindset rather than a fixed one with the support of family and friends will always lend itself to a more successful and happier life.

