



How to Create Real Change with Kindness

with Michelle Jones

Founder of Kind Currency
& Michelle Jones Weddings

Michelle's Story

Michelle is a North East Entrepreneur who owns a successful wedding consultancy and is Founder of Kind Currency, a #smallbiz100 2021.

She is a kindness activist and a believer in the power of community. A Charity Worker & Volunteer - Michelle was awarded with a 'Friendship Bench' for her social impact work and is an ambassador for inclusion.

Working with local and national movements such as Be Heard and Northern Power Women, she was honoured to be named as a #ialso100 2022 and is also on the NPW Future List of 2022.

An Invisible Disabilities warrior, Michelle loves bringing people together...often at kitchen discos! And most importantly, she is wife to Steven and Mam to Dylan and Isla.

Fear: why and how to manage it

Finding the why:

"You either jump into the fear, or you don't. The difference is the impact on your life and the impact on others. If you want to try to create change, jumping into fear moves not only yourself forward but that change forward."

How to manage fear: "Preparation is key"

"Chronic illnesses present challenges on a daily basis, so your life needs to be planned out."

Michelle has learnt to manage her fear by:

- Accepting her situation
- Understanding what support she needs
- Planning how to manage her barriers

"It's not about overcoming, it's about accepting and learning to manage."

How to Find Strength in Kindness

A relentlessly optimistic person, Michelle finds her strength from spreading kindness throughout the world.

"Smiling at people is a gift that can change their days."

"I understood the difference a human can have on another human's life, the strength comes from wanting to help people and make a difference in other people's world."

"We can help ourselves by helping others, and it can be something as simple as the gift of a smile."

"I'm a big believer in hope, and being optimistic, we all face challenges where we go to that dark place. Without optimism there's no route out"

Kind Currency: Rewarding Kindness in-kind to Protect People & the Planet

- Kind Currency is a solution to two problems. They harness the power of human-kindness, to create the change we need to make as a society.
- They want to change the way we behave as consumers, whilst helping others and supporting small businesses.
- **"Kindness is infinite, it transfers from one person to the other. When one person gives kindness, it touches several people."**
- **"Kind Currency came from a frustration and an anger about the imbalance in the world. I just wanted to harness the power of kindness to make the real difference we need to make as a society."**
- **"It's about looking at our needs, recognising if we're in a privileged position where we can make a difference, then we act and create that impact."**