BEING HAPPY AT WORK:
THE OPTICAL EDITION

THE BOOK YOUR BOSS DOESN'T WANT YOU TO READ

GARRY KOUSOULOU F.B.D.O



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THIS EDITION CHANGES EVERYTHING.
This version is even more essential than the last; it is the book your boss truly wants you to read.

Please Scan all QR Codes to make this book come to life.

This book brings together the movers and shakers of the optical industry - innovators, disruptors and everyday leaders who are shaping the future of eye care.

Within these pages you will find bold ideas, practical insight and inspiring stories from those pushing boundaries. These are the people raising standards and proving that optics is not just a profession, but a purpose-driven community, committed to making a lasting difference

We hope this book makes a positive difference to your Life / Job.

To our optical family

VOLUME 3

Self-published by Loving Social Media Ltd
Copyright Garry A Kousoulou

ISBN: 978-0-9957294-1-4

Contact Details T: 020 3846 8888
E: info@lovingsocalmedia.com
www.lovingsocialmedia.com

"A secret QR code to a secret Podcast squeezed in at the last minute by Nicholas Printers"



This Book is your guide to happiness at work. You are only 50 pages from discovering if you are truly happy at work, or if it's time for a change.



Your Total Score?
0-15: Time for a Change! (Red)
20-35: Room for Improvement (Yellow)
40: Career Bliss! (Green)

A MILESTONE REACHED



The end of the line is out there, somewhere. I was diagnosed with multiple sclerosis. But I still stand on the shop floor, and I absolutely love the work. The frames flatter the face shape; the patients come in, and we help them see. Advice on dry eye with a holistic approach… innovation in color deficiency.

This is the eleventh year I will speak at 100% Optical. We are so excited for this third edition of the book. You will find QR codes printed on the pages. Scan them. They take you straight to the podcasts. You will hear the voices of the speakers in these chapters. It brings them to life.

Artificial intelligence pushes us forward quickly into new technology. The machines are fast. But machines do not know how to smile. They cannot put a person at ease. We will always need the human hand and the steady voice. We need the people skills to make the patient comfortable. We must never lose that touch.

THE FIRE REMAINS

I wrote this book to put the fire back in your belly. The days can be long, but this is the most outstanding industry in the world. It is a simple thing, really. We take healthcare, we take fashion, and we bring them together for the people. We give them back their sight.

There is a good feeling when you find the right frame or when the lens finally clears the blur. If your fire has gone out, read these pages. Let them remind you why you love optics. We work with the eyes, and we work with the people. Enjoy the book. Read it well.

I have worn my ‘Director of Happiness’ name badge with immense pride for many years while running my practice. I sincerely hope that this book will serve as a well of inspiration for the others in my profession. I hope it helps you to achieve whatever you set your mind on to attain in your long career.



Recently, I decided to aim my knowledge of the industry in a new direction. Loving Social Media is now in its eleventh year. It is not a new job. But I have a new mission. I want to help other opticians to truly excel. I want them to feel the exact passion for their position that I have always known. There is another mission now, too. We must bring the hidden shame of colour deficiency into the public light. It has been quiet for too long. I share this guidance with the help of good, knowledgeable people I am lucky to know. We want to show how anyone can find true happiness in their work.

Step one, of course, is to give you the right tools. You use them to determine how happy you really are at work right now. Then, it is all about how to take your happiness and elevate it to another level entirely.

One of my absolute favourite parts of the book, if I am allowed to be excited about my own creation, is the section with the others. It is the part where fellow eye care professionals have generously given of their time to share their insights regarding our beautiful profession.

We stated on the cover that this is the book your boss would not want you to read. The reason is simple. Once you have finished reading it, you should find your determination fully rejuvenated. You should know clearly what you want from your own career. And if your current employer is not living up to your expectations, then you may well have gained the solid motivation required to make a bold change.

THE OPTICIAN SHOW

WITH ROBERT BARROWS & GARRY KOUSOULOU

MUST LISTEN

THE OPTICIAN SHOW

SCAN HERE

TO LISTEN

ROB & GARRY THE OPTICIAN SHOW



CONFIDENCE NOT COMPLEXITY

"Most frames aren't broken – they're misunderstood. Most practices don't need better products, they need better confidence."

- ✓ Why 'It can't be done' is almost never true
- ✓ Perfect frame fit as a competitive advantage
- ✓ Repairs aren't aftercare, they're revenue stream

Work on yourself to work out what you want in life

Unbelievably the average person spends 131,000 hours at work over a lifetime.

Therefore, it's so important we enjoy our time there. This book can help you find your work-life balance. One of the most important things you can do to be happy is to let go of your attachment to certain outcomes and instead focus on enjoying the journey. When we let go of our expectations and focus on enjoying the present, we find that a greater sense of happiness and fulfillment naturally follows. I hope by the end of this book you will have a better understanding of whether you are in the right job for you.



A growth mindset is important in both life and work because it helps us to realise our potential. More purpose, more money, more happy synergy. A growth mindset allows us to get the most out of life, work with challenges that we face as simply a way to grow and learn from our mistakes. This is different from a "fixed mindset," which is the belief that we cannot change and that we are inherently limited by our natural abilities and talents. Therefore, it is important to have a growth mindset because it helps us to see the opportunities that are always available to us and to realise our true potential The world is your oyster, make the most of it!

THE OPTICIAN SHOW

WITH MOHAMED AYYAZ KASMANI & GARRY KOUSOULOU

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THE OPTICIAN SHOW

THE MYOPIA TIMEBOMB: WHY CHILDREN ARE GOING BLIND



MOHAMED AYYAZ KASMANI

LINKEDIN SCAN HERE

TO LISTEN

Why 'Wait and See' is Failing

The traditional approach to childhood myopia is no longer clinically or ethically acceptable.

High Myopia Risks

Understanding the lifetime risks of retinal detachment, glaucoma, cataract, and irreversible sight loss.

Data-Led Monitoring

The role of axial length measurement and scientific tracking in managing progression.

Early Intervention Matters

Learn why prevention today saves vision and healthcare costs tomorrow.

Modern Treatments

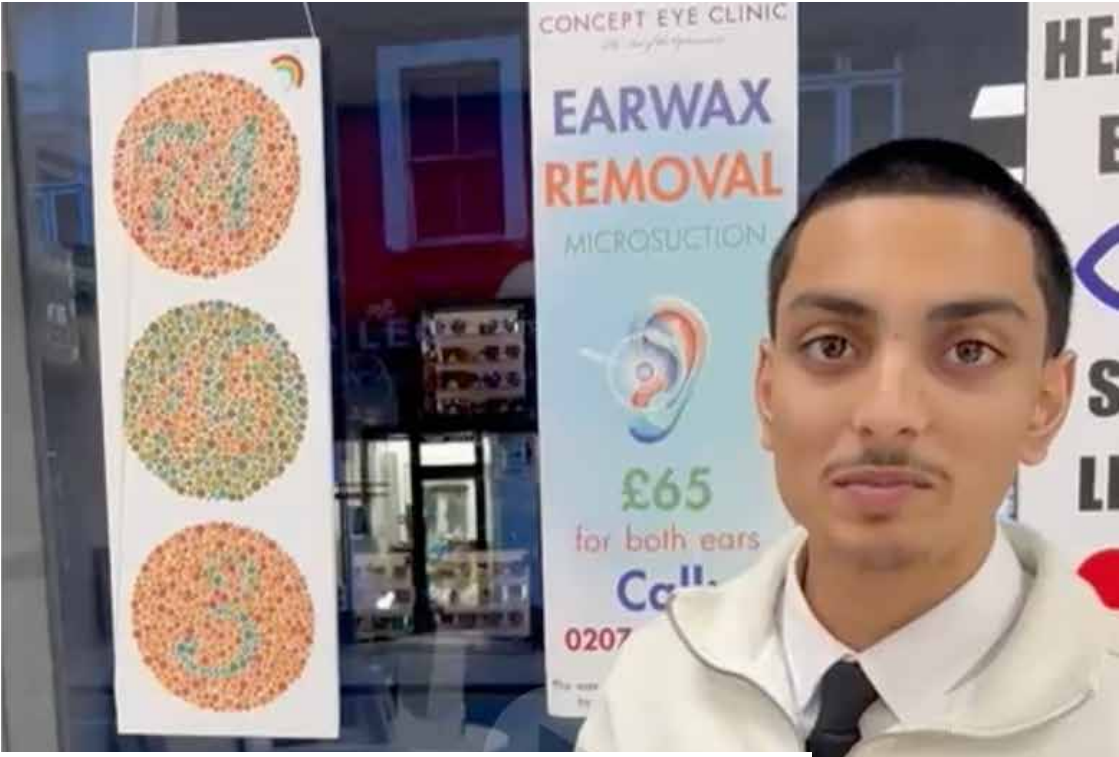
Orthokeratology, myopia-control spectacle lenses, low-dose atropine, and combination therapies.

Lifestyle Factors

Why outdoor time, device habits, and education systems directly impact children's vision.

Myopia is no longer a minor refractive inconvenience. it is a global, preventable public health crisis and we are running out of time

OPTICIAN AWARDS FINALIST 2025



Ibrahim reading Ishihara for the first time

Enhanced Red-Green Colour Vision: The Professionally Regulated Solution Optometry Can Trust.

THE UK'S FIRST CLASS I MEDICAL DEVICE (EU MDR 2017/745) FOR RED-GREEN COLOUR VISION DEFICIENCY.

THE OPTICIAN SHOW

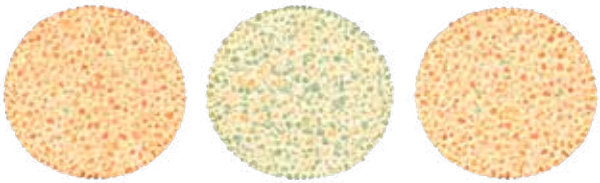
Listen to our podcast with COLORON to see how we can help add a new revenue stream to your practice!

BECOME A COLOUR VISION SPECIALIST

Be amongst the few who truly set themselves apart from other opticians.



GET YEAR 1 Social media content for free



LISTEN NOW

My 5-Golden Rules

There are many things that will help you to feel happier at work, but I boil these down to five fundamental rules:

1. Surround yourself with positive people. Naysayers sap the fun out of any situation and the wind from your metaphorical sails. Positive people can boost your confidence and spur you on to achieve things you never thought you were capable of.

2. Always keep learning. Those who feel that this stops the day they left formal education are destined for a life of mediocrity. A desire and openness to learn are common traits in all great people and evidence to employers that you are an employee with vision (if you'll excuse the pun).

3. Find a mentor. Learning from those who have been there and achieved great things is a wonderful shortcut to focused career-boosting knowledge and validation from a respected 'elder' can improve confidence.

4. It's ok to have fun at work. Firms like Google or Innocent pride themselves on the fun their employees have at work. And while your employer may not have this level of conviction to your happiness, you should be able to find some enjoyment in your day, from the things you do, the people you work with or those you meet.

5. Set your limits. Working through lunch, being spoken to dis respectfully and a million other unacceptable things may happen to you each day. Set a limit for what you feel is acceptable at work and live by it. Or, as Mark Twain once wrote: "Keep away from people who try to belittle your ambitions. Small people do that, but the really great make you feel that you, too, can somehow become great."

THE OPTICIAN SHOW

Vik Kumar & GARRY KOUSOULOU

MUST LISTEN

Movers and Shakers.



On the Philosophy of Leadership
"I consider myself to be a bit of a Byronic hero—mad, bad, and dangerous to know—and I like to take a risk."

"Ideas are golden... we don't hinder or hamper somebody's ideas. It may be that we can't run with a certain idea at that particular time, but we will put it in our ideas box."

On the "Soul" of Business
"It's not just about revenue and EBITDA... those are important metrics, but the thing that fuels my soul is the aesthetics. Making things look beautiful."

"We are the face of empathy, aren't we? Patients still need to be counselled; they still need somebody with compassion to talk to."

"Choose a job you love, and you'll never have to work a day in your life."
-- Confucius

A little research you might find relevant

Harvard Business Reviewon beinghappy at work is part of a growing body of research on the impact of positive and negative work environments on employers, employees, and profits!
Going further, the research stated that disengaged workers had:

feeling valued, secure, supported, and respected – is generally negatively associated with a high-stress, cut-throat culture", meaning that the more an employer makes an employee feel part of the team, the better the results they will get from them, while the more stressed and competitive the environment, the less connected the employee will feel.

37% higher absenteeism 49% more accidents 60% more errors
They explain that "engagement in work - which is associated with Essentially, when you are happy you work harder - when you're less happy, you may not even turn up. So, for an employer seeking to create a 'happiness first' culture, it's a win-win situation for everyone concerned.

A few more happiness sapping things to look out for at work are:

Do your values and your company's culture align? If you are constantly butting heads with colleagues, you may be in the wrong job.

Do the senior partners care about your career development? Happiness often comes from a feeling of accomplishment,of progression towards your goals, but if your bosses are holding you back it may be time to look for a new employer who values your career aspirations, and your determination to achieve them.

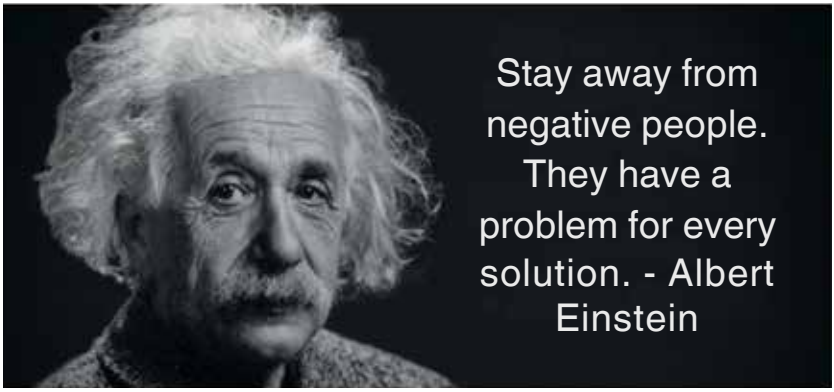
Does the company encourage new ideas? There's nothing more exciting than innovation – if your employers are stuck in the past and happy to be there, but you've got bigger plans, it may be time to stretch your wings.

Do you have a great relationship with your colleagues? Great friendships at work can make even the worst jobs seem bearable. However, you should never settle for bearable of course.

Do managers consistently deliver praise and recognition? A 'well done' can go such a long way to improving happiness.

Does work feel fulfilling? Or is it a toxic, negative environment that sucks the life out of anything good and positive, such as a boss going out of their way to find fault for the smallest of things, but ignoring things you should be praised for?

Does travelling to work take too long? Anything more than 45 minutes to an hour is just not worth it, no matter how good your job is, if you want a decent work-life balance.



THE OPTICIAN SHOW

WITH DR PRETTY BASRA'S & GARRY KOUSOULOU

MUST LISTEN

"Unstoppable: Garry repeatedly identifies her as an "unstoppable" force in business and life"

Garry Kousoulou

OPTICIAN AWARDS FINALIST 2025



Visionary: From her PhD in paediatric visual screening to her multi-floor "dream practice," she sees the bigger picture

Risk Taker: She secured her business loan against her parents' home to ensure she could "move mountains

Dr. Pretty Basra is an optometrist, has a PhD, and is a practice owner. But these are only titles. They do not tell the whole story. To know her, you have to understand a person who does not stop when things get hard. She is a woman who always chose resilience.

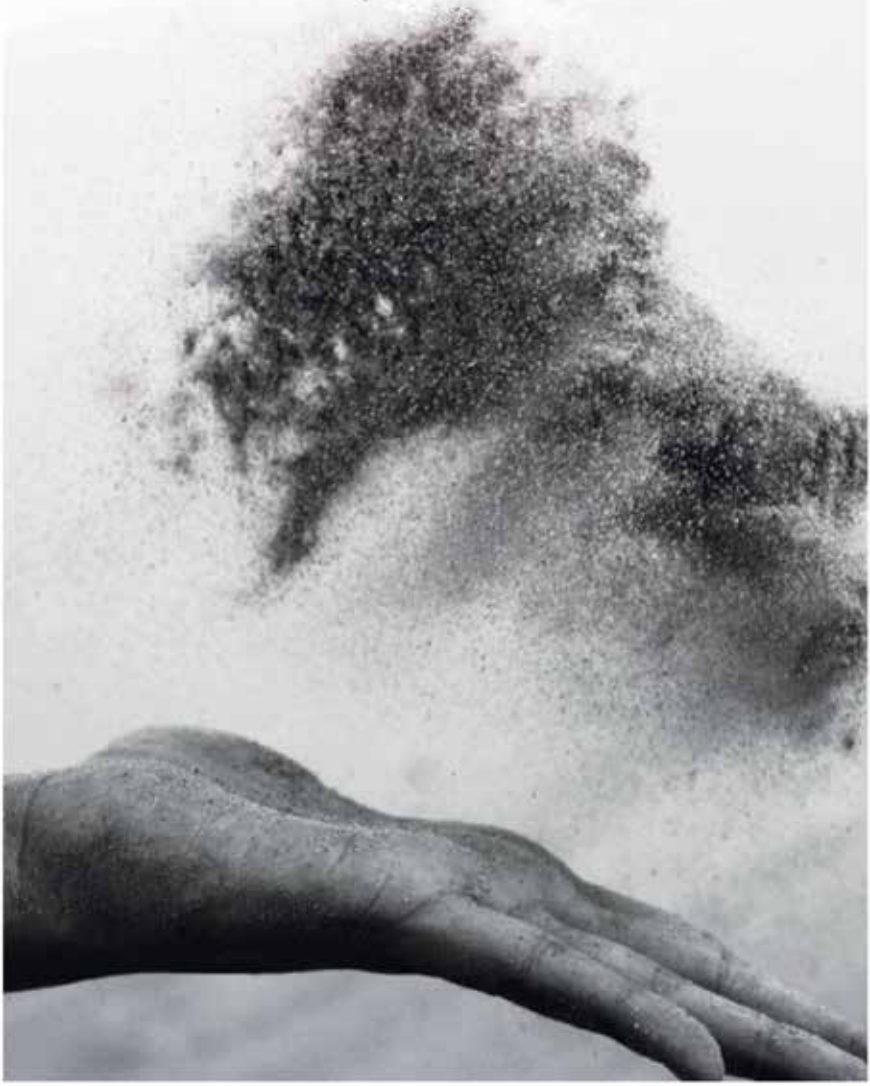
The story begins in Walthamstow. She was eight years old when she first realized the writing on the board at school was a blur. Her parents did not wear glasses. To them, sight was a given. And the thought of getting an eye test was attention-seeking. She did not argue. She acted. At eight, she walked alone to the local optician. She sat in the chair and looked into the dark. She asked for a test. The result was a prescription of -2.00. When she put on the lenses, the world snapped into focus. It was the moment she realized that sight is not just biology. It is the difference between being lost and being found. It shaped her life. When it came to school, she was not a natural academic star. She was not the girl for whom the answers came easily. Math was a struggle. It was a cold, hard language that she struggled to speak.

She failed her A-levels twice. While her friends packed their bags for university, she stayed behind. She received a U grade. It was a bad time. But she did not quit. She learned the value of the long game. She learned that persistence is a form of talent. She worked and studied hard until the words stayed on the page. That grit took her to Aston University and even further, through the long years of research, until she held a PhD in pediatric visual screening. She had turned her own childhood struggle into a science.

When the business began, it was like a storm. She was finishing her doctorate and was pregnant with her first child when she went for a locum interview. She was looking for a shift. She walked out having agreed to buy the entire practice. The stakes were paramount. The loan for the business was secured against her parents' home. There was no safety net. There was no room for error. Failure was not a concept she could afford to entertain. The years that followed were heavy. She was a mother, a doctor, and a leader all at once. She balanced a newborn with the crushing weight of exhaustion. She worked through the haze of anxiety. There was no close family nearby to hold the baby while she held the business together. She learned management in the trenches. She moved from the clinical safety of the hospital into the sharp reality of HR, marketing, and leading people. She did not break. She kept going. The lockdown of 2020 forced a final change. She knew the practice needed to breathe. It needed more than one way to survive. She looked beyond the eye. After years of clinical training, she introduced medical aesthetics. She brought the same precision she used for the retina to the rest of the face. Botox, fillers, and skin procedures became part of her craft. Today, her Doncaster clinic is a place of quiet excellence. It is not a factory. It is a sanctuary. She offers layered, careful eye exams using advanced technology. It is a luxurious experience built on the small things—the way a door is opened, the way a patient is heard. She believes failure is a better teacher than success. Success is quiet, but failure shouts. It tells you exactly where you are weak. She believes in service. She believes that leadership is a burden of responsibility, not a trophy. She speaks of mental fitness and self-awareness. She tells those who follow her to invest in themselves. Before they dare to call themselves a professional, this is a story about resilience. It is about building something strong without losing the ability to be kind. It is about staying human while striving for the light.

SCAN HERE
TO LISTEN

"SOMETIMES HOLDING ON DOES MORE DAMAGE THAN LETTING GO."



THE OPTICIAN SHOW

WITH PETER GREEDY & GARRY KOUSOULOU

MUST LISTEN

THE OPTICIAN SHOW

WHY OPTOMETRY'S FUTURE IS PEOPLE, NOT TECH



PETER GREEDY

LINKEDIN SCAN HERE

TO LISTEN

Garry Kousoulou sits with Peter Greedy. Peter has been in optics for 40 years. He has dyslexia, which means his brain works in a different, non-linear way. They talk about the things you cannot see in an eye test. Peter says kindness is a clinical skill.

He uses a three-part framework: be courageous, be curious, and be compassionate. It is about the "story behind the story. Even if a patient is grumpy, you do not have to be grumpy back. Technology is fast, but it cannot replace human connection. If your practice feels stuck, this is the reset. It is the meat and potatoes of being human.

Work on yourself to work out what you want in life GET THE BALANCE RIGHT

Give yourself a score for each category, You can even have subivions of each sections

The first rule of the wheel of life is to understand that your destiny is always within your grasp.



The second rule is to always remember that no matter how dark or difficult things may seem right now, there is always a brighter side just over the horizon.

And the third rule is to focus on the things in your life that bring you joy. By following these rules, you can balance your life and experience true happiness and fulfilment.

THE OPTICIAN SHOW

WITH STEPHEN ALLEN & GARRY KOUSOULOU

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THE OPTICIAN SHOW

THE MITOCHONDRIA SECRET: HOW RED LIGHT COULD CHANGE THE FUTURE OF EYE CARE

SCAN HERE

TO LISTEN



STEPHEN ALLEN

The Mitochondria Secret: How Red Light Could Change the Future of Eye Care The Mitochondria Secret

The retina runs on energy

ATP drop = reduced cell resilience

- Red light (600–1000nm) may stimulate mitochondrial function
- Photobiomodulation is gaining serious scientific attention
- Prevention could move beyond prescriptions

If you work in optics, this matters.

FROM EMPTY DIARIES TO 100 NEW PATIENTS A WEEK:

THE LOCAL OPTICIAN WHO CRACKED THE MARKETING CODE



By **Garry Kousoulou**, Founder of Loving Social Media

In 2004, Garry Kousoulou faced the same challenge many independent opticians experience—empty appointment books and the hope that more footfall would somehow solve the problem. Like many practice owners, he initially believed that strong leadership and quality clinical care would be enough to grow the business. But as it turns out, hope doesn't fill appointment books. Instead of waiting for change, Garry restructured the marketing strategy from the ground up. He focused on building visibility, strengthening community presence, and implementing systems that consistently generated new patient inquiries. The result? A complete transformation — from struggling with inconsistent bookings to attracting 100 new patients per week. He refined website performance, improved local search presence, strengthened online reputation, and ensured the entire team understood their role in delivering a seamless patient journey.

"Hope, as it turns out, doesn't fill appointment books."

Garry realised that growth does not happen by accident. It happens through strategic action, measurable systems, and consistent marketing execution. By aligning digital visibility with patient trust and operational excellence, the practice became a recognised local leader.

Fast Forward to 2026: Sharing the Blueprint

- Consistent Social Media
- Website Optimisation
- Expert Staff Training
- Brilliant Online Reputation

Loving social media

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THE FOUR PILLARS OF

LOVING SOCIAL MEDIA



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2. SEO & AI Visibility

When patients search "opticians near me," your practice needs to dominate. We optimize your Google presence, local SEO, and AI search visibility so you consistently attract new enquiries.

3. Online Reputation

Reputation is the new marketing currency. We implement ethical review systems that increase your Google rating, boost credibility, and reduce sales friction.

4. Staff Training

Marketing drives attention—your team converts it. We provide practical training in communication, call handling, and patient journey optimization to maximize every opportunity.

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Join our Four Pillars package and receive a complimentary Digital Upgrade worth £300, including:

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- AI Search Optimisation Boost
- Website Conversion Review
- Custom Review Growth Strategy

No hidden costs. Just added value.

Stop struggling with an unpredictable diary.
Visit **lovingsocialmedia.com** or call our Enfield team today to grow your practice.



Angelina, Garry's daughter, aged 5.

"IF YOU'VE GOT A POSITIVE MINDSET YOU DON'T NEED THIS BOOK. YOU'LL BE HAPPY WHEREVER YOU GO. WORK ON IT." - PAZBI ZAVATZKI

THE OPTICIAN SHOW

WITH SUKHI CHEEMA & GARRY KOUSOULOU

MUST LISTEN

THE OPTICIAN SHOW

HOW SUKHI EYES REDEFINED THE PATIENT EXPERIENCE



LINKEDIN SCAN HERE TO LISTEN

We are proud to feature Sukhi Cheema, founder of Sukhi Eyes in Leamington Spa, as our inaugural Best New Practice of the Year winner. This episode provides a deep dive into how Sukhi transitioned from a long career in employment to establishing a high-end independent practice focused on clinical excellence and a luxurious patient experience.

Sukhi discusses her strategic investment in advanced diagnostic tools, including the Antares system for dry eye management and Valida photobiomodulation for preventative AMD care. We also explore the business of empathy and how a "silent fashion" frame collection featuring designers like Cutler and Gross sets a practice apart from high-street chains. For those in the optical industry, this conversation offers a blueprint for building a legacy through continuity of care and a unique brand identity.



Mrs Rughani and Mr Rughani at their practice.
Garry's first boss/mentor in optics!

"8 OUT OF 10 PRACTICES THAT START FROM SCRATCH WILL FAIL!"

GET A GREAT MENTOR OR ASK ME ABOUT JOINT VENTURE PARTNERSHIPS.

I WILL ALWAYS TAKE YOUR CALL IF YOU NEED ANY ADVICE.

THE OPTICIAN SHOW

WITH GARRY KOUSOULOU

MUST LISTEN

THE OPTICIAN SHOW

FROM AN OPTICIAN'S WINDOW TO THE OPTICIAN AWARDS: HOW HEALTHY EYES SAVE LIVE



GARRY KOUSOULOU

LINKEDIN **SCAN HERE**

TO LISTEN

Color blindness is far more common—and hidden—than most people realize, often carrying a weight of silent shame. In this groundbreaking episode, Garry Kousoulou meets Balázs and Máté, the innovators behind COLORON®.

Their journey began with an unlikely spark involving Hungarian tomato purée in the 1980s and has evolved into a scientific breakthrough that allows color-deficient patients to see shades they've never experienced before. We discuss the emotional impact of finally seeing the world in full color and how this technology is set to revolutionize the UK optical market.

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THE OPTICIAN SHOW

WITH ROY MIDWINTER & GARRY KOUSOULOU

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THE OPTICIAN SHOW

INTERVIEW: OPHTHALMIC ANTIQUES INTERNATIONAL COLLECTORS' CLUB

INTERNATIONAL OPHTHALMIC ANTIQUES COLLECTORS' CLUB



ROY MIDWINTER

LINKEDIN SCAN HERE TO LISTEN

Optical history is more than just dusty frames; it is the material evidence of our past. Founded in 1982 by Derek C. Davidson, the Ophthalmic Antiques International Collectors' Club (OAICC) connects over 150 enthusiasts worldwide. Whether you are in the UK, Japan, or the USA, membership offers a unique gateway to museum excursions and private collections. Members receive the quarterly journal, Ophthalmic Antiques, and gain access to experts for valuations and historical identification. Having celebrated its 40th anniversary, the club continues to preserve the rich heritage of the optical profession.

Membership provides significant professional and personal value, including access to a network of experts specializing in the identification and valuation of antique eyewear. Members receive a quarterly subscription to the journal Ophthalmic Antiques, which recently published its 170th edition. The OAICC also organizes regular visits to specialist museums and private collections both domestically and internationally, fostering a community of practice among optical historians. For practitioners interested in the evolution of optometry or collectors seeking authenticated historical data, the OAICC offers an unparalleled resource for research and networking.


"THE SECRET OF JOY IN WORK IS CONTAINED IN ONE WORD "EXCELLENT "TO KNOW TO DO SOMETHING WELL IS TO ENJOY IT."
- FRANK NORVILLE

LUMENIS

OptiLIFT

INNOVATIVE MUSCLE STIMULATION TECHNOLOGY

- Tones the periorbital muscles
- Addresses lower lid laxity & impaired blinking
- Tightens lower eyelid
- Creates lifted, toned look
- Proprietary Dynamic Muscle Stimulation technology



OptiLIGHT

BREAK THE DRY EYE VICIOUS CYCLE OF INFLAMMATION

- Decreases the level of pro-inflammatory mediators to inhibit inflammation[1]
- Alleviates the abnormal blood vessels that perpetuate inflammation[2,3]
- Decreases the population of Demodex mites, which stimulate infection and boost bacterial load on the eyelids[4]
- Restores meibomian glands functionality[5,6]
- Increases tear breakup time[7]



1. Liu et al. (2017), Am J Ophthalmol 181-190.
2. Kassir et al. (2015) JCosm en Laser Ther 17(5):296-222.
3. Papageorgiou et al. (2008) Br J Dermatol 159(3):628-632.
4. Zhang et al. (2018), Curr Eye Res. 44(3):260-266.
5. Hom et al. (2021) Ann Transl Med 9(3):236.
6. Rong et al. (2018), Photomed Laser Surg 2018 Jun;36(6):326-333.
7. Dell et al. (2017) Clin O pHthalmol 11:817-827.

THE OPTICIAN SHOW

WITH SIR HAROLD RIDLEY & GARRY KOUSOULOU

MUST LISTEN

THE OPTICIAN SHOW

THE BRITISH SURGEON WHO CHANGED 1 BILLION LIVES

SCAN HERE

TO LISTEN



SIR HAROLD RIDLEY

In 1949, Sir Harold Ridley performed the world's first successful intraocular lens implant, defying a medical establishment that believed nothing should ever be put into the eye. In this moving episode, Garry Kousoulou speaks with Sir Harold's son, Nick Ridley, about a breakthrough that has now restored sight to over one billion people. Sir Harold chose never to patent his invention, believing it belonged to humanity. Today, the Ridley Eye Foundation continues this legacy, trekking into remote regions like the Himalayas to perform life-changing surgeries for those in total darkness.

The discussion highlights the philanthropic decision to keep the technology unpatented, which facilitated the global scaling of cataract surgery. Furthermore, we explore the Ridley Eye Foundation's current humanitarian efforts in high-altitude regions of Nepal. The foundation adapts surgical techniques for extreme conditions, converting remote buildings into operating theaters to treat avoidable blindness. For optical professionals and healthcare advocates, this episode provides a unique perspective on medical ethics, the evolution of surgical implants, and the ongoing global mission to eradicate cataract-related blindness.


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Y U X T H A O V
X O A T Y M U T

THE OPTICIAN SHOW

WITH SHARON FLORA & GARRY KOUSOULOU

MUST LISTEN

THE OPTICIAN SHOW

THE FUTURE OF DRY EYE: SHARON FLORA ON TECHNOLOGY, TRUST & TRANSFORMATION



SHARON FLORA

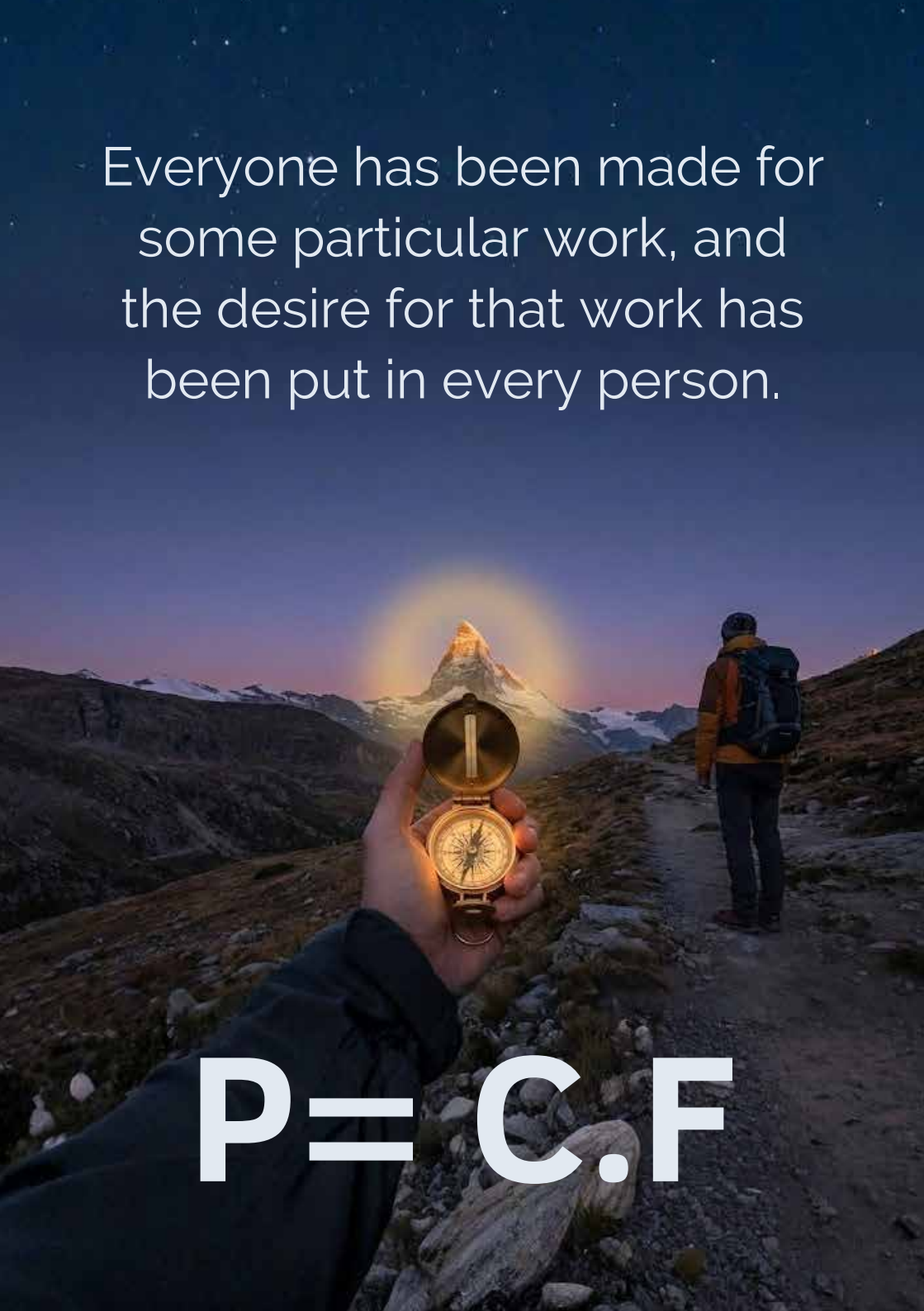
LINKEDIN **SCAN HERE**

TO LISTEN

"AI doesn't replace clinical judgement—it elevates it."
SHARON FLORA

The future of optometry belongs to those who combine innovation with integrity
SHARON FLORA

OPTICIAN AWARDS FINALIST 2025


Everyone has been made for some particular work, and the desire for that work has been put in every person.
P= C.F

THE OPTICIAN SHOW
WITH GARRY KOUSOULOU

MUST LISTEN

THE OPTICIAN SHOW

THREE RINGS TO THOUSANDS: THE CALL-HANDLING MISTAKE COSTING OPTICIANS A FORTUNE



GARRY KOUSOULOU

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TO LISTEN

In an era of AI and chatbots, your telephone is still your practice's real front door. But are you accidentally locking it?

There is a fascinating concept in performance psychology: your caller can hear a smile, but they can also hear tension and distraction. Even if you are sitting down and they cannot see you, your posture and breath shape your vocal tone.

Every ring is a make-or-break moment for growth. We explore why the phone remains the ultimate hidden lever for your optical business and how to master the "voice behind the vision." Your voice is doing more work than you think.

"How to spot a dysfunctional boss!"

If you have a boss like this it's not normal! Time to get out!

- Does not make you feel appreciated.
- Absence of empathy. Makes no time to connect with you
- Lacks interpersonal skills.
- Always stressed
- Micromanagement
- Does not make you feel
- Everything Revolves Around Them
- Charm in Public, Control in Private
- Zero Accountability
- Gaslighting & Reality Distortion

To be a great boss, do you just do the opposite?

THE OPTICIAN SHOW

WITH NATASHA CAZIN & GARRY KOUSOULOU

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THE OPTICIAN SHOW

WHAT OPTICIANS MUST KNOW FOR 2026
GLOBAL INSIGHTS FROM EUROMONITOR



NATASHA CAZIN

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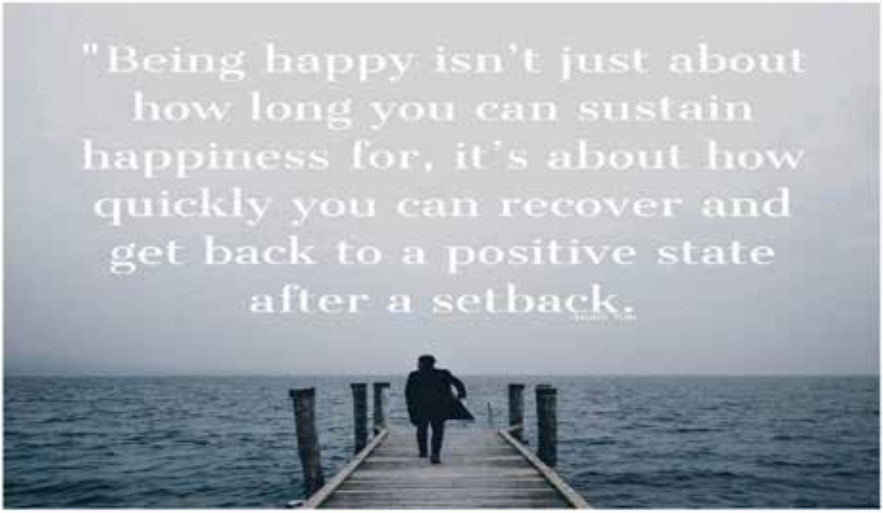
"It's all about storytelling... you have to show the consumer why it's worth investing in a brand."
Natasha Cazin

Episode highlights (what you'll learn) :

- Storytelling is the new value driver—how identity, heritage, emotion, and culture help boutique and luxury eyewear brands stand out.
- Eyewear sits uniquely between fashion and healthcare—the face-level accessory that also carries clinical outcomes.
- "Comfort zones" in a chaotic world — why consumers are overwhelmed, and how optical practices can respond with clarity and reassurance.
- Rewired wellness—growing demand for tech-infused solutions, instant results, and modern self-care (including AI-driven lens conversations).
- Unapologetic self-expression—where luxury, honesty, and bold personal style are heading next in optics.



Us at crisis homeless charity giving our skills to the homeless



THE OPTICIAN SHOW

WITH NATASHA CAZIN & GARRY KOUSOULOU

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THE 2026 OPTICAL BLUEPRINT: THE BIOMETRIC LENSES BREAKTHROUGH



JASON HALSEY

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The optical industry in 2026 demands far more than clinical excellence—it requires independent practices to become digitally integrated community leaders. In an era defined by "Perpetual Chaos" and "Rewired Wellness," successful opticians must shift from transactional selling to precision-driven relationship building. Inspired by insights from 100% Optical and industry leaders such as Rodenstock, the modern marketing approach mirrors Biometric Intelligent Glasses (B.I.G.): personalized, data-informed, and tailored to individual patient needs. Just as lenses are customized through biometric wave tracing, your digital presence must reflect the emotional, lifestyle, and health priorities of your local audience.

This blueprint is built on three strategic pillars—Authority, Authenticity, and Action. Authority positions your practice as the trusted expert through educational yet engaging ("edutainment") content that simplifies complex clinical innovations. Authenticity leverages team culture and human connection to build trust and loyalty. Action ensures visibility and conversion through hyper-local SEO, Google Business Profile optimization, and strategic social media integration. Together, these elements transform your practice into a dominant, community-embedded brand that moves patients seamlessly from online discovery to in-practice engagement.



Waving the flag for eye care

Optometry Today

The parade entry, Healthy eyes save lives, was led by Garry Kousoulou, director of Askew Eyewear and of digital marketing agency, Loving Social Media.

Kousoulou was joined by more than 100 eye care professionals and volunteers, including practice owners, dispensing opticians, and optometrists from across the country.

The campaign aimed to highlight the role of eye care in vision, as well as broader health, safety, and quality of life.

The 2026 parade marked the 40th anniversary of the event, and saw more than 8000 performers participate, and a crowd of 700,000 people. The proceedings were also broadcast on Sky News.

Hackney's entry raised awareness of colour vision deficiency, with messaging on how the condition can affect education, employment, safety, and everyday life, along with evolving support and optical solutions.

Scan the QR code to read the full article.



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- Enhanced monthly report
- 90 Day Plan & Content Plan
- 1 meeting per month via Zoom & 1 phone call

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- Comprehensive monthly report
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- 1 meeting per fortnight via Zoom or in-person
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- Weekly Posts across 4 Platforms
- Bespoke monthly report
- 90 Day Plan & content plan
- 1 meeting per week - Zoom or in-person
- Paid ads (Extra Fee)

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DIGITAL MARKETING 2026



GARRY KOUSOULOU

LINKEDIN SCAN HERE

TO LISTEN

Social media for opticians in 2026 is no longer about posting for the sake of it. The algorithms are smarter, and patients are more selective. In this episode, we break down why consistency beats virality and how independent practices can stay relevant.

We explore how to build local authority and trust by focusing on education rather than just promotions. If you are wondering why your posts aren't turning into bookings, this is the clarity you need to future-proof your practice. We are here to help you navigate the noise and get measurable results.

Don’t be so good at getting ready that you forget to go.”

CAREER HAPPINESS BAROMETER

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Add up all your points and let's see what you got.

90+ Outstanding. You need to stay where you are and buy your boss lunch.

70+ Excellent. Need to work on some things but great position

50+ Good. But good is never good enough..

<40 Poor. You need to consider a change, give me a call to discuss your options.

IF YOU LOVE WHAT YOU DO YOU NEVER HAVE TO WORK A DAY IN YOUR LIFE



Keith Dickinson: “ The moment when you fit contact lenses to a child and their face lights up. Worth all the engineers and teachers that is!”



Jason Halsey: "I used to love when a patient brings in a pair of specs they have totally destroyed and they are all mangled up and you manage to straighten them all out and refit them etc. The feeling of being a miracle worker lol Especially if it was an older person that had fallen over or something. They appreciate it so much considering everything else they have going on."



Ruthie Ruby-Roo Mansell : " When a kid finds out they need specs and they're dreading it. You help them find the perfect pair and they feel like a rock star. Garry Kousoulou....especially when they're so happy, they give you a sticker of the wardrobe from Beauty And The Beast."



Kat Posieczek: "That smile you get when a child can see clearly for the first time! Had it the other day with a little girl with -4.50 cyls. It made me smile. Also - repairing specs that someone else would write off (recent incident of the specs run over by a car, straightened up, reglazed and a very happy patient) "



Gil Smith: "Having practiced low vision for many years the moments that got to me where when a patient would say, "You have changed my life!" No one ever said this when I dispensed specs. One patient told her family that she wanted me to be mentioned in the eulogy at her funeral! And she got her way!"



Garry Kousoulou : "Gill You are 100% in the Book Low vision changes lives for sure! "

Keith Dickinson: “ The moment when you fit contact lenses to a child and their face lights up. Worth all the engineers and teachers that is! "

Iain Mellis : " I'm not looking forward to the day you retire!
Who else am I going to refer my complex low vision patient.

Helen Eldon : "You have changed my life" is a not uncommon comment with contact lens fits... especially with kids ..contacts are ace!

Karen Boulton : " When a 'plain Jane' or a more mature lady comes in, who has got some old fashioned styled frames on and they're eventually persuaded to try something much more up to date on....they dither...maybe ask a friend etc and then eventually decide to take the plunge and trust you, so have it made up. You breath a sigh of relief when they collect and they love them! Then, when passing by a few days later, pop in to tell me how everyone thinks they look amazing! #changinglives #confidence

Donna Maughan: "I had a lady recently who was on a barrage of cancer meds & was suffering from awful dry eye & excessive lacrimation. After a chat & a good look at what was going on we set an action plan up & 2 weeks later she came back with massive improvement and very happy that in amongst everything else she had going on with her health at least her eye

Lisa Sariwee: I had an 17 yr old px - autorefractor read -10, I asked him where his glasses were, to remove his contacts-- he replied my first test!!! Yes he was -10 and just finished his GCSEs!"



This is a second QR code that's secret and could lead you to your perfect job...



Liz Rachel : "Going to work with friends!"

Dawn Peters : " When a young Garry Kousoulou comes to your store for training and nearly 16 years later is writing a book and is one of the most well known DO's in the country!!!!"

Jackie Molesworth: "I love this post and all the comments, they have all made me cry with gladness. About 30 years ago a lady bought her children for eye tests at the practice I was working. She kind of confided she'd never had an eye test before, so I booked her in too. It turned out she was -4.00ish. (She wasn't a driver thankfully). She cried when she collected her glasses. The best moment though was a few days later when she popped in to tell me 'how beautiful the world was, especially her children's faces.

Anjli Vadher: "We dispensed a 3 year old with +8.00D R+L, they were her first pair of glasses, and her reaction when she saw her mum properly had us all in tears. She was running around the shop, smiling and giggling because she could actually see for the first time. It was a truly rewarding moment that motivated and inspired me to become a DO"

Orla Kilgarif: "I work in domi. Most people we see simply want to be able to see their family, watch a bit of telly and look through photos. It's very rewarding being able to make a real difference to people's lives, especially if they're confined to the house or bed bound.

A chap we went to see thought he had a degenerative eye disease so resigned himself to his vision slowly deteriorating without visiting the opticians. His lifestyle is quite limited, although he does pickle his own onions (peeling them about 2cms from his eyes!) His GP suggested he give us a call to start the assessment procedure for low vision and he actually has incredibly dense cataracts. He's waiting for the op, but hopefully his vision will be restored and he'll have his life back. He gave me a jar of pickles onions as thanks."

“Such amazingly useful and fundamentally practical advice for anyone looking for more fulfilment at work”

George Theodosiou

“Written by the ‘King of Happiness’. Pure joy.

Georgia Stylianou

“This book’s not only a great read, but cleverly captures some really useful insights for employers and employees alike”

Tim Nicolaou

“A must read for everybody that works in optics. I was so taken with this book that it changed the direction of my life for the better

Hardip Bansil-Shah, MCOptom

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Published by Loving Social Media Publications
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