



Optimise. Network. Elevate.

A large, glowing keyhole is centered in the middle of the page. Bright white light emanates from the keyhole, creating a strong lens flare effect with numerous blue and white rays radiating outwards across the dark blue background.

# The Future of Work A BLUEPRINT

MIRJANA BOZNOVSKA



# Foreword

When you read ONE Beyond Success, you quickly realize it's not simply a book about leadership. It's a reset button for how we see ourselves, our people, and the future of work. Mirjana doesn't hand you another framework to stack on top of your already full plate. She invites you to pause, to strip away the noise, and to remember what actually drives meaningful achievement. She does it with clarity, evidence, and a warmth that makes you feel both challenged and supported. I've spent decades in business, from hands-on trades to leading a global personal development company, and I've seen every kind of leadership philosophy come and go. Many sound good on paper but fail to reach the human heart of the matter. This one does.

What you'll find in these pages is more than insight. It's a blueprint for turning "people-first" from a slogan into the operating system of your culture. **The O.N.E. Blueprint™** Mirjana shares is as practical as it is profound, bridging science, lived experience, and a deep understanding of what it takes for individuals and organizations to truly thrive. If you've sensed that the old rules of success aren't enough anymore, you're right. This book will not only confirm that instinct—it will give you the tools, questions, and perspective to lead in a way that aligns profit with purpose, performance with presence, and results with humanity. Read it slowly. Let it challenge the way you think about success. And most importantly, let it change the way you lead. Because the future of work isn't waiting, it's being built by those willing to go beyond success.

**Gary Chappell**

Former CEO/Nightingale-Conant

# The Shift Has Begun

## What seeds will you plant?

The future of work is no longer a distant vision. It is unfolding before us, and it asks more of us than ever before. We are being called to reimagine the way we lead, the way we connect, and the way we work. At the core of this transformation stand four defining priorities:

- **Sustainable leadership that empowers people and possibilities.**
- **Well-being that uplifts every generation in the workplace.**
- **Human connection in an increasingly AI-driven world.**
- **Business as a force for sustainable positive impact.**

To lead in what's next, skills aren't enough. We need alignment. **ONE** universal, human-flourishing system that becomes a lived, embodied way of **being** in our workplaces. Every day, at every level of the organisation. That is what **The O.N.E. Blueprint™** delivers: the gold standard for *People-First* cultures designed to:

- **Optimise** – Ignite the leader within, unlocking self-determination.
- **Network** – Strengthen team unity, driving values-led collaboration.
- **Elevate** – Amplify sustainable impact and measurable results.

# *What's Your Legacy?*

This book extends an invitation, a call to step confidently and boldly into three transformative shifts:

**Courage in action** to disrupt “business as usual” and challenge the limits of the familiar.

**Openness to perspectives** by listening with genuine curiosity and building trust through transparency.

**Expansive thinking** to stretch your vision, reimagine possibilities, and redefine leadership, culture, and the future of work.

*Because the choices you make today are the seeds of the legacy you will leave tomorrow.*

This next chapter of your journey isn't just about what you do. It's about who you're becoming. Where work is no longer just a role. It becomes the most aligned, authentic expression of your purpose.



## Preface

Dear CEO, visionary, leader and changemaker,

This isn't just a book. It's a catalyst for change, ushering in a new era of leadership and work.

You know it. You *feel* it. Something is shifting. The metrics still matter: KPIs, growth targets, and the bottom line, but what happens when the culture behind those numbers no longer energises or inspires? What if success could feel more human, more innovative, more empowering?

Imagine a workplace where your team doesn't just follow your vision but is ignited by it. **ONE** where people show up with purpose and ownership, not from obligation, but from alignment. They exceed expectations not because they have to, but because they want to.

This isn't another leadership model layered on top of "business as usual". It's a *People-First* ecosystem, a blueprint for human flourishing. A system that elevates people, transforms culture, and creates impact that lasts.



# Empowered to Lead

My name is Mirjana, and after decades of advising, leading, and partnering with top-tier organisations worldwide, I've learned this:

It's not the strategies or structures that transform organisations. It's who we choose to *be* while leading them, and how we empower others to lead themselves.

For decades, I walked the path of conventional success. I achieved. I performed. I led. But beneath the surface, something felt incomplete. There was a quiet ache. Not just to succeed, but to feel deeply connected. To create a career not just rich in results but rich in relationships, meaning, and contribution. I longed for something beyond traditional success. *ONE Beyond Success was born from that yearning.*

This book is your invitation to pause. To realign. To **be** the leader who makes clear decisions, earns trust, and inspires authentic action, and to create a culture that reflects it. From performing, to thriving. From doing to **being**.



If you're a CEO ready to future-proof your culture...

A leader who values people as much as performance...

Or a changemaker driven to create more than just profit...

**This book is for you.**

This is the evolved era of leadership. This is the future of work. This is your call to action.



## About Me

I've worked with global CEOs, visionary founders, leaders, and high-performing teams, and what truly drives me is this:

**Helping people become the best version of themselves so they can create meaningful impact at work and in life with a sense of joy and ease.**

I believe the future of leadership and work starts from within. When people feel safe, seen, and supported, they don't just perform, they elevate everything around them, inspiring a positive ripple effect.

**ONE Beyond Success is my invitation to you.**

To lead from alignment.

To build cultures where people thrive.

To shape a future of work that's human, sustainable, and impactful.

*Mirjana*

“*Success is a destination. Being is the path beyond.*”

# Rethinking the Workplace

Let's be honest. Something isn't working. The world is moving faster, but workplaces are feeling heavier. Uncertainty is everywhere, and trust is on the decline. According to the Edelman Trust Barometer (2025):

- **7 in 10 people believe leaders incl. CEO's intentionally mislead them.**
- **Global distrust in business leaders has jumped 12 points in the past year.**

This isn't just a performance problem—it's a cultural reckoning. The old playbook can't carry us forward. Work is no longer defined by output alone. It's about how we lead, why it matters, and who we are becoming in the process.

## What Isn't Working

Culture isn't a program or a perk. It's a living, breathing reflection of what people believe, how they feel, and what they experience every day. And here's where we often get it wrong:

- Skills ≠ Potential—skills training alone doesn't unlock people.
- Perks ≠ Trust—free coffee can't bridge trust & credibility gaps.
- Pressure ≠ Performance—fear fuels burnout, not brilliance.

## Beyond Outside-In

Most frameworks are built from the outside in, focused on performance and policy. They often miss what matters most: our humanity and how it shows up in the workplace:

- Emotional patterns that shape how we connect, relate and lead.
- Stressed nervous systems that keep us in status quo and survival.
- Inner dialogue that shape confidence & contribution.

*Culture is a reflection of what people believe, how they feel, and what they experience everyday.*



# Knowledge is No Longer Enough

Real change begins with embodied learning... experiences that shift how people think, feel, lead, and show up. Because great ideas and culture decks don't change culture, empowered behaviours do. Culture shifts when values are lived, not just spoken. It's about co-creating a human flourishing system, on the level of **being**. Where people contribute from alignment, not hustle. And where culture becomes transformational, not transactional.

## A Shift in Mindset

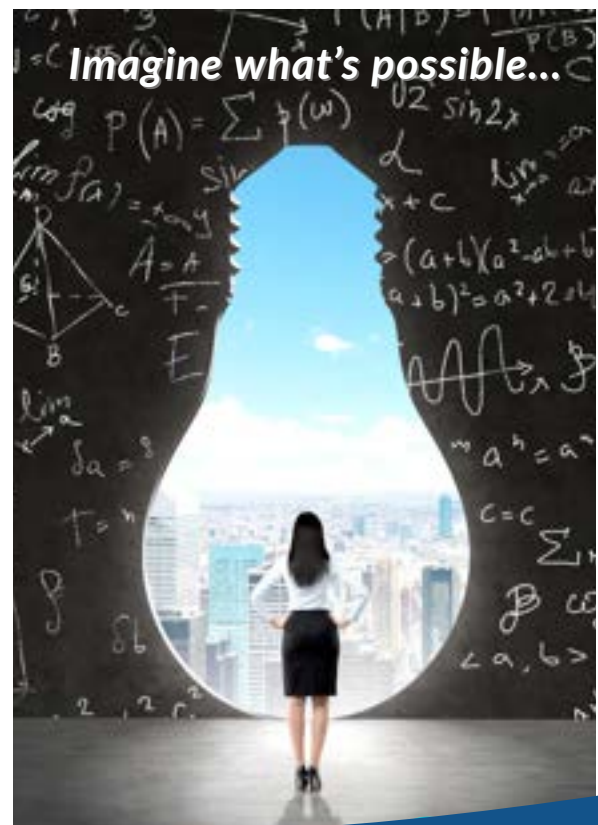
Great leaders don't just cast vision, they create space. Space for ownership, contribution, and self-leadership. It starts with you, but it can't end there. You cannot mandate behaviour. You set the tone, but your people bring it to life. When people feel trusted and inspired, they don't just do the job, they take ownership of who they are **being**. This makes leadership sustainable and energising.

## Here's What I Stand By...

*To truly shift culture, surface fixes won't cut it. Real change starts from within, and it's powered by everyone. Not just the leader. Not just a program. When you lead from alignment, you don't just talk about change, you become it and show others what's possible. It starts with a seed planted in this new era of work and leadership.*

## What Actually Shifts Culture

- Cultivating awareness, responsibility, and leadership from the inside out.
- Replacing pressure-driven performance with presence-led partnerships that co-create.
- Creating environments built on trust and connection, not fear of failure or control.
- Turning insight into embodied practice: new ways of working are lived, not just learned.



# Contents

---

## 01 New Era of Leadership

The world is evolving rapidly and demands a new way of thinking and **being**.  
**ONE** grounded in self-determination and values-driven collaboration.

## 02 Redefining Success

The cost of status quo thinking. Signs of a culture stuck in the status quo. The workplace void and opportunity within it. Transforming culture. How it sounds.

## 03 Human Potential

**Being** is the hidden superpower. Stages of elevating human potential. Well-being. Engagement. Purpose. Examples in the workplace context. Sustainable mindset shift.

## 04 People-First System

*People-First* leadership is the way forward. The global wake-up call. The science of sustainable motivation: What really drives people. Why now?

## 05 O.N.E Blueprint For Change

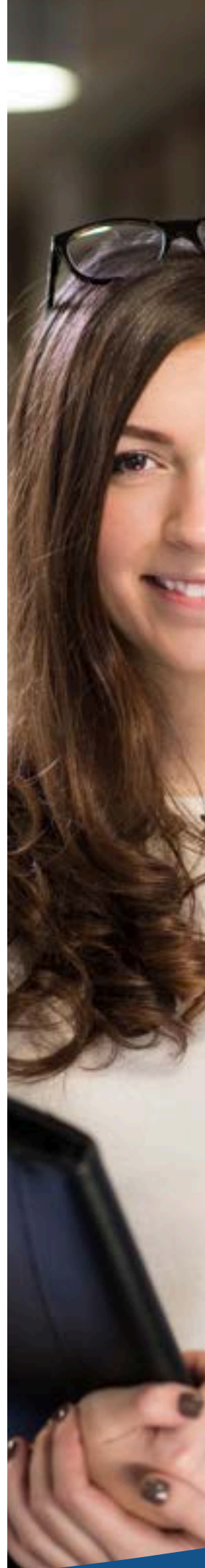
From insight to action. **The O.N.E. Blueprint™**: A gold standard for *People-First* culture. Five pillars that unlock human potential for sustainable impact.

## 06 The Business Case

**Being** is the bottom line. The O.N.E Beyond Success results. Why these matter. The future of work and leadership is now. Client testimonial.

## 07 Culture Lived - Manifesto

Culture in motion. Evolving your culture in 3 ways. Action steps to activate **The O.N.E. Blueprint™** within your organisation. Roadmap overview. About Us.



# 01

## A New Era of Leadership

You've arrived at this moment for a reason.

If you've been feeling the disconnect between who you truly are and how you're expected to lead, you're not alone—and you're not failing.

You may be hitting every target but wondering, why does it still feel this hard? You're carrying the weight of responsibility, but sensing the energy in the room is off. You've done the strategy. Hired the talent. Reorged the structure. And yet—something's missing.

The truth? You're not failing. You're just leading in a system that's outdated and overdue for reinvention.



# An Opportunity to Lead

“Cultures are stuck in survival mode. And yet many workplaces are still trying to solve today’s challenges with yesterday’s logic.”

The traditional playbook—built on command, control, and performance at all costs—is breaking down. Employees are burning out and disengaged, while leaders are exhausted and disillusioned. Cultures are stuck in survival mode. And yet many workplaces are still trying to solve today’s challenges with yesterday’s logic:

- Skills development over unlocking human potential.
- Short-term gains over sustainable growth.
- Profit over profitable impact.

But beneath this turbulence lies your greatest opportunity. The opportunity to stop pushing harder, and start leading deeper. To reimagine success through a deeper, empowered state of **being**. To shift from pressure to presence. To lead from authenticity, trust, connection, and alignment.

At ONE Beyond Success, we believe in a radical, yet simple truth:

People are not problems to manage—they are the solution.

- To innovation
- To creativity
- To connection
- To sustainable, meaningful growth

*This includes you, too.*



# A Sustainable Culture

This is not about adding another “team-building initiative” to your calendar. It’s about building a sustainable culture where performance is powered by people because they feel safe, seen, and connected to purpose. Where leadership is not about more effort but more alignment. By re-humanising work and igniting the leader within every individual, you can create an environment that:

- Fosters self-determined motivation.
- Cultivates values-driven collaboration.
- Unlocks the full potential of people, performance, and profitable impact.

And that’s where **The O.N.E. Blueprint™** comes in. It’s not a model you tack onto business as usual. It’s a sustainable human flourishing system that empowers a mindset shift and becomes a way of *being*. A universal, science-backed solution that shifts how your people think, lead, connect, and grow—starting with you.

**The O.N.E. Blueprint™ cultivates *People-First* cultures by activating core needs that fuel sustainable motivation:**

**Optimise** – Ignite autonomy and self-leadership.

**Network** – Build trust and team unity through relatedness.

**Elevate** – Create meaning and impact through competence.

**It’s how you shift from:**

Fear of failure → **Solution-focused growth**

Burnout → **Alignment**

Ticking boxes → **Working with intention**



# A New Paradigm: BE → DO → HAVE



## Being Drives Doing and Having

### Most workplace mindsets follow this pattern:

**Have** more time, recognition, skills.  
**Do** more work, achieve, perform.  
**Be** motivated, engaged, fulfilled. But this mindset keeps people stuck and reactive, waiting for conditions to change before they can show up fully. It undermines efficiency, driving dependency, disengagement, delay.

The new era of work and leadership brings a new paradigm, from the inside out:

**Be** connected, empowered, inspired.  
**Do** with purpose, ownership, clarity.  
**Have** meaning, impact, fulfillment.

### This mindset shift transforms workplace dynamics:

It moves people from thinking, “What can my leader, team, or company give me?” To ownership: “Who am I **being** in this moment and how does that shape what I create?” It’s how we move from pressure to presence. From relying on external motivation to self-determination.

It also shifts leadership from managing output to igniting potential at the source, within every person. When people shift how they see themselves, they shift how they show up—who they are **being**—unlocking possibilities.



# Workplace Examples

## Old Paradigm: Have → Do → Be

A highly talented team member says: *"If my manager gave me more recognition and my workload were lighter, I'd do better, and finally feel confident in my role."* They wait for external change. Performance stagnates. Engagement drops.

## New Paradigm: Be → Do → Have

**The same team member begins with BE:**

- They explore their values.
- Learn to regulate stress and quiet self-doubt.
- Anchor themselves in purpose.

**Then comes DO:**

- They initiate meaningful conversations.
- Collaborate with intention, not fear.
- Contribute ideas with confidence.

**As a result, they HAVE:**

- Increased trust from the leader and team.
- Greater clarity in their work.
- A deep sense of ownership connection, contribution.



## A Sustainable & Systematic Shift.

Transformation doesn't start with more resources. It starts with more alignment and gratitude.

**From** *"Once I have more support, I'll do better and then feel confident."*

**To** *"When I am aligned and empowered, I act with intention—and the outcomes flow."*

# Gratitude Shifts the Lens

How often do you stop to notice what's already working? In a world wired for urgency, gratitude gets crowded out. But here's the truth: what you appreciate expands. Gratitude isn't passive, it's powerful. It shifts your focus from what's missing to what's meaningful and already present. It rewires perception and creates momentum, not through pressure, but through perspective.

We've been conditioned to believe our value lies in what we produce. That worth is earned through output. But that belief keeps us locked in survival, striving, never arriving. Gratitude shifts the lens. It pulls you out of the noise and brings you back to what matters. Not as a positivity tool, but as a powerful reframe anchored in presence. It reminds you of your worth, beyond output.

“*Gratitude shifts the lens. It pulls you out of the noise and brings you back to what matters—not as a positivity tool, but as a powerful reframe.*”

## Your Mind is a Magnet

Focus on what's working, what's meaningful, what's good—and you attract more of it. Focus only on pressure and problems—and you amplify what drains you. So pause and ask yourself:

- *Where have I tied my worth to my output?*
- *What's already working that I haven't thanked?*

In **The O.N.E. Blueprint™**, gratitude isn't a soft skill—it's a strategic choice. A cultural signal that builds trust, connection, and inner alignment.



# Pressure to Purpose

When people thrive, performance follows.

When employees are empowered, culture transforms.

When leaders model appreciation, people feel seen. When team celebrate effort—not just outcomes—engagement deepens. And when gratitude becomes part of the rhythm, performance becomes more human, and more sustainable. Gratitude isn't the finish line. It's the beginning of a culture that thrives.

When you shift from performance pressure to purposeful presence by **being** in alignment, everything changes. And when you empower your team from the inside out, you don't just lead better. You lead intentionally.

So if you've been sensing that work could be more: more human, more energising, more sustainable, you're right.

This is your permission slip. To realign your leadership. To shape a culture that inspires performance and fulfilment. To lead in a way that lifts everyone, including yourself. This is the new era of leadership. This is your opportunity. **Let's begin.**

# A New Era of Leadership

## Theme Recap

Leadership is evolving from control and compliance to purpose and presence. In this new era, **being** precedes doing and having and therefore shapes what you experience at work and in your life.

## Prompts

What kind of leader do I want to **be**, beyond my role or title?

When do I feel most in integrity with my values as a leader?

## Reflection

How does leading from presence differ from leading from pressure?

What legacy am I creating through how I show up daily?

## Personal Application

Identify one belief about leadership you're ready to release.

Envision how you want to lead differently starting today.

## Action Commitments

I will lead with presence by...

I will take radical responsibility for...

I will take one step toward becoming the leader I know I can be by...

***Journal. Explore your  
emerging leadership  
identity and shifts in  
awareness.***



# 02

---

## Redefining Success

“  
*Real success is less about doing, and  
more about becoming.*”

### Overview:

In this chapter, we uncover the hidden cost of status-quo thinking and why the traditional model of success is no longer serving us. Through personal story and global context, we explore how performance-driven cultures have left people burned out, disconnected, and uninspired, and how shifting from external striving to inner alignment changes everything.



# Transforming Culture

## We've been taught what success should look like...

The title. The full calendar.  
The polished brand. The relentless pace.

We chase it. We climb toward it. We shape our lives around it. But what happens when we arrive at the peak, and feel empty?

More and more leaders and teams are waking up to a profound truth.

The definition of success they fought to achieve no longer feels meaningful or sustainable.

From young we are taught to value what we do over who we become and workplaces are mirroring that back:

- Performance over purpose.
- Pressure over presence.
- Efficiency over empathy.

## The cost? Output over humanity.

A culture of survival, where people show up, but they don't feel seen. Where teams deliver, but trust breaks down.

Where innovation stalls because fear is louder than curiosity. Let's be clear: this isn't a skills gap. It's a soul gap: the inner void.

**ONE** that can't be filled by another strategy session or skills program.

What's really needed is a shift. From chasing more to aligning with meaning.

From seeking validation to leading from within. From doing more to **being** who you truly are. Because real success doesn't come from knowing more, it comes from aligning deeper.

*When people feel safe, connected, and inspired to be who they truly are, they don't need to be pushed. **They rise.***



# The Cost of Status-Quo Thinking

As a leader, you know the pressure to keep things moving. To meet the targets. To stay ahead. To manage complexity with confidence. But in the pursuit of results, many workplaces have built systems around status quo thinking, focusing on doing while neglecting **being**.

We measure output but ignore disconnection. We applaud high performance, even when it comes at the cost of well-**being**. And the result? Leaders are stretched. Teams are running on empty. People are showing up, but not fully switched on.

- 79% of employees globally are disengaged, costing the economy \$9.6 trillion (Gallup, 2025)
- Over 12 billion workdays are lost each year due to anxiety and depression, impacting productivity by \$1 trillion (WHO, 2024).

But these aren't just statistics. They're signals. They're stories from within your own walls.

Stories of team members who care deeply but don't feel safe to speak up. Of high performers who are quietly burning out behind their screens. Of cultures that say they want innovation but frown on failure.



*The real cost of status quo thinking isn't just performance—it's potential. Untapped, unspoken, and unexpressed.*

# It's a System Problem

This isn't a people problem. It's a system problem. We've built systems around doing while neglecting **being**. We've rewarded the visible hustle and ignored the invisible cost. We've mistaken burnout for dedication. Control for leadership. Compliance for culture.

Status quo thinking keeps us in survival mode. And in survival, we don't grow. We defend. We blame. We judge. People default to protecting, not contributing.

**Creativity fades.**

**Collaboration breaks down.**

**Innovation stalls.**

And trust? It gets replaced by quiet disengagement. This is what makes it urgent. Most of this misalignment is invisible—until it's too late.

**Top talent leaves.**

**Initiatives stall.**

**Leaders burn out quietly, behind their competence.**

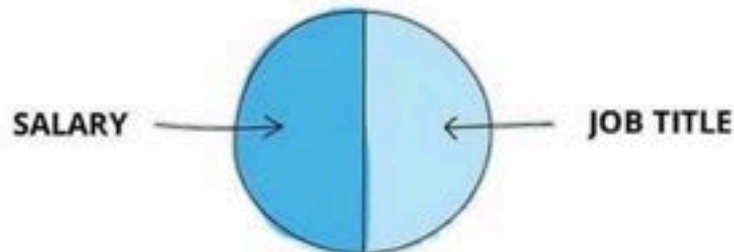
If any of this feels familiar, you're not alone. And you're not failing. You're simply operating in a system that was built for a different era and is now obsolete. But here's the opportunity.

When you reimagine what success looks and feels like—when you prioritise how your people thrive, not just what they produce—everything changes.

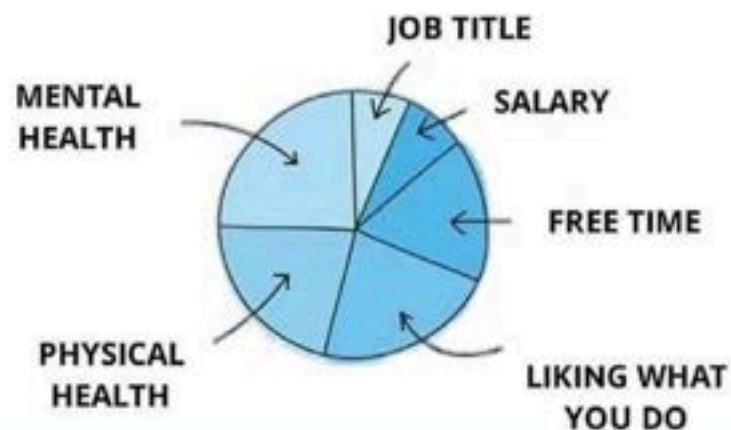
And that's exactly where we're headed.

*“Organisations prioritising people development and engagement are already seeing a 20% to 28% boost in performance. (Gallup 2025)”*

## HOW WE'RE TAUGHT TO MEASURE SUCCESS



## A BETTER MEASURE



*'When we improve  
the quality of our BEING,  
the quality of our DOING  
becomes far more  
impactful & meaningful'*

# Signs of a Culture Stuck in Status Quo

You don't need a formal survey to see the signs. If you've been paying attention, they're already in the room. You might recognise them in your team... or even in yourself.

- A high-performing individual quietly questioning if they're enough.
- A leader so focused on delivering outcomes, they've lost their own joy.
- A team avoiding feedback not from apathy, but from fear of rejection.
- A meeting that's packed with agenda points but lacks real connection.
- A workplace that preaches inclusion on paper but rewards sameness.
- A culture that says, "bring your whole self to work" but only if that version is polished, agreeable, and never too much.



These aren't weaknesses. They're symptoms of a system that rewards doing while neglecting **being**. And here's what I've learned from guiding leaders and organisations through real change:

The real challenge isn't a lack of skills. It's the unspoken fear running beneath the surface:

- Fear of failure: making a mistake.
- Fear of not **being** enough: imposter syndrome.
- Fear of **being** blamed: avoidance.

Even in the most well-resourced organisations, fear can quietly run the show, shaping decisions, stifling connection, and keeping people small.

# The Biggest Obstacle

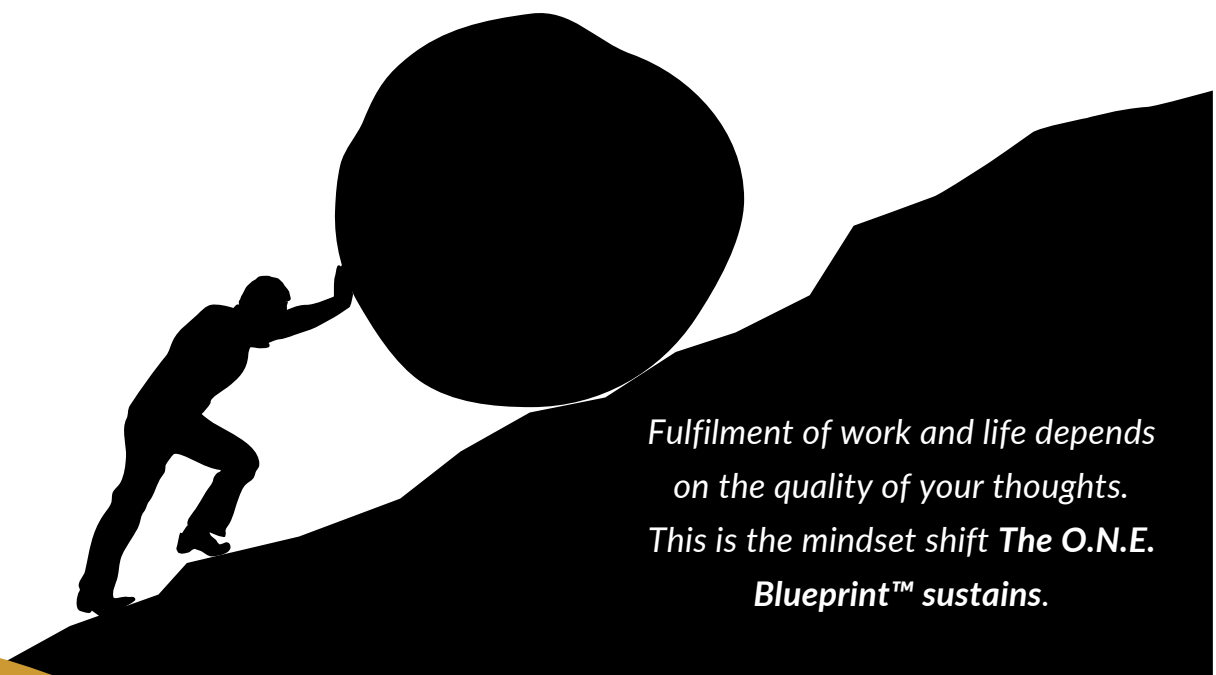
Judgment of self and others. Judgment of mistakes, vulnerability, and change. Without addressing the root of fear and judgment, we stay trapped in old patterns. Skills alone won't shift it. Perks won't fix it. A new mission statement won't move it.

## **A different way of thinking. An empowered way of being.**

The truth is, performance issues often aren't about capability. They're about presence: how you show up at work and in life. And presence is influenced directly by our thoughts. Are your thoughts empowered or disempowered? What you think about, you become and therefore experience in your reality. When fear drives behaviour, even subtly, cultures become reactive instead of responsive. People self-protect instead of self-lead. And instead of evolving, the organisation stagnates.

## **Here is the good news.**

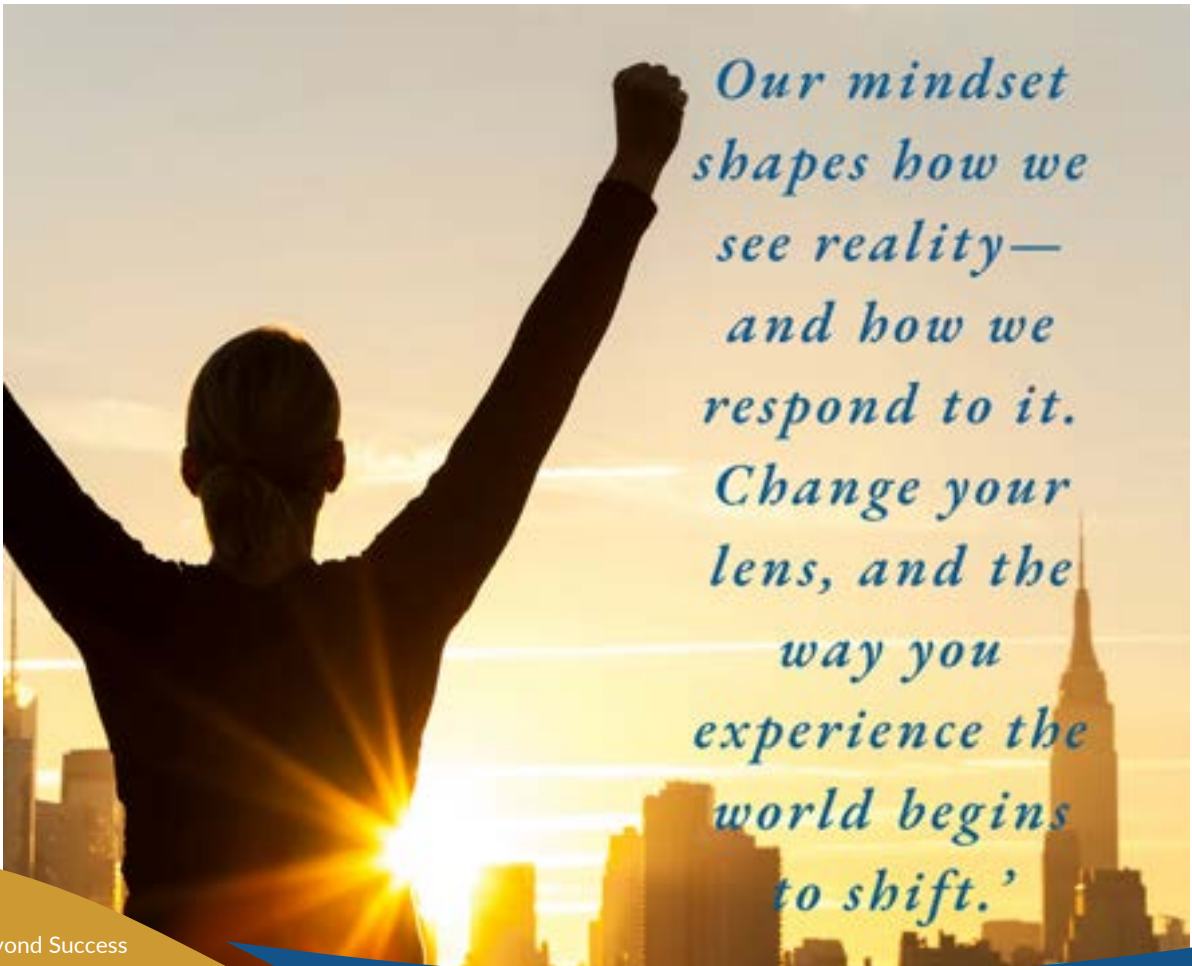
If you are seeing these signs, it doesn't mean you're failing as a leader. It means you're self-aware. It means you're actively listening. And that awareness is exactly where change begins. Collective impact begins as a personal journey.



*Fulfilment of work and life depends  
on the quality of your thoughts.  
This is the mindset shift The O.N.E.  
Blueprint™ sustains.*



*‘Thoughts aren’t  
facts—just  
momentary  
offerings from the  
mind. We choose  
which ones to  
engage with, and  
which ones to let  
go.’*

A silhouette of a person with their arms raised in a 'V' shape, standing against a bright sunrise or sunset. In the background, a city skyline is visible, with the sun low on the horizon, creating a strong lens flare effect. The person's arms are raised high, and their head is tilted back, suggesting a moment of triumph or achievement.

*Our mindset  
shapes how we  
see reality—  
and how we  
respond to it.  
Change your  
lens, and the  
way you  
experience the  
world begins  
to shift.’*



# The Workplace Void & the Opportunity

What's really draining your culture isn't a lack of talent, skills, or resources. It's what's happening beneath the surface, quietly shaping mindsets, and behaviours. The unspoken. The unseen. The avoided. And it often shows up like this:

*"Everyone agrees in meetings but nothing changes."*  
**(Lack of psychological safety)**

*"We celebrate wins but still feel unseen."*  
**(Recognition without real connection)**

*"We talk collaboration but protect our turf."*  
**(Trust hasn't been built)**

*"People deliver but aren't truly inspired."*  
**(Performance without purpose)**

*"Team members are polite but don't bring new ideas."*  
**(Fear of conflict = lack of innovation)**

*"Turnover is low but so is engagement."*  
**(Comfort over growth)**

*"We reward resilience but ignore burnout."*  
**(Success at the cost of sustainability)**

*"Leaders are talking but not asking the right questions."*  
**(Action without intention)**

# How it Sounds

It's the void and it sounds like this:

*"I don't feel safe to be honest here."*

*"It's easier to stay quiet than be shut down."*

*"I'm busy, but I'm not fulfilled."*

*"We talk about values, but reward the opposite."*

Fear doesn't always roar. It's the quiet disconnect between what we say we value and how people actually feel. And here's the truth: most people aren't disengaged because they don't care. They're disengaged because they don't feel safe enough to show up fully. Underneath the dashboards and status updates, there's a deeper hunger, for meaning, connection, and trust. **This is the opportunity.**

The void is a doorway to growth. Collective impact begins as a personal growth journey. Your people are the heartbeat of your organisation and greatest investment.

There exists a powerful opportunity to redesign the way your people think about and experience work. To rebuild your culture, not around fear or compliance but around human potential. When you create conditions where people feel safe, seen, and supported, they don't need to be pushed. *They rise.* They take initiative. They solve problems. They lead themselves and inspire others in the process.

And that's what **The O.N.E. Blueprint™** is here to sustain. To help you turn that void into the greatest source of growth inside your team. Because the future of work and leadership isn't just about better strategy. It's about flourishing cultures that drive sustainable outcomes.



## How the void shows up in the workplace

Expectation



Reality



Shift perspective by  
asking yourself

*What's the purpose of that?*

*What's **my** purpose in that?*

# Redefining Success

## Theme Recap

Success is no longer defined by titles and metrics alone—it's about alignment, growth, and meaningful impact. There exists a powerful opportunity to redesign the way you think and experience your work and life.

## Prompts

- What stories or definitions of success have I inherited?
- Where am I still chasing someone else's idea of success?

## Reflection

- What three values define success for me today?
- What does success feel like in my body when it's real and aligned?

## Personal Application

- Write a new definition of success that reflects your values today.
- How can you align your work more closely with this new definition?

## Action Commitments

- I will celebrate success this week by...
- I will release pressure to prove myself by...
- I will take one aligned step toward a purpose-driven goal by...

*Journal. Use this time to explore  
the inner shifts you're making  
and how you feel as you redefine  
the meaning of success.*



# 03

---

## Human Potential

*Human potential isn't unlocked from the outside. It begins within and expands through the courage to rise beyond fears.*

### Overview:

We've redefined success, now we explore what fuels it. Human potential begins within, shaped by our thoughts, habits, and subconscious patterns we often overlook. In this chapter, we explore the stages of elevating potential: Well-**being**, Engagement, and Purpose. We'll also look at how the subconscious mind shapes our reality and how inner alignment expands what's possible.

The greatest force for change isn't technology, it's human potential. It's our most limitless resource, fueled by the vitality that powers our work, our lives, and what's possible next.



Your organisation's next level isn't in a plan.  
*It's in your people.*



# Being is the Hidden Superpower

Let's get honest about how most organisations approach growth. They train for skills. Focus on output. Develop the "what", and hope the "who" follows. But skills alone don't unlock potential. They shape ability, but they don't shift identity. Because true potential lives deeper than performance metrics. It lives in how they think, feel, and engage with the world around them.

Unlock the infinite potential within yourself and others

## Surface Level

Performance  
Skills & knowledge  
Extrinsic motivation  
Fleeting results

DOING

Visible

5%

## Workplaces traditionally focus/invest in doing!

The treadmill of doing leaves us feeling exhausted and depleted - scarcity mindset



BEING

Invisible

95%

Your  
unlimited  
Potential  
sits here

## Deeper Level

Presence  
Beliefs & Values  
Intrinsic motivation  
Sustainable results

*Being* is the hidden superpower!

The energy of *being* leaves us feeling expansive & inspired - abundant mindset



The layers of *being* are:

IQ Thoughts  
EQ Emotions  
PQ Energy  
SQ Purpose

Human potential is shaped beneath the surface. In thought patterns, emotional states, presence, and purpose. It's held in the subconscious stories people tell about themselves and what they believe they're capable of. And this is where most organisations miss the mark. They teach performance but ignore perception. They measure output but miss the inner world behind it that drives self-belief. This is your untapped advantage. The potential that lives within each person—waiting to be seen, supported, and aligned.

# Why Doing Isn't Enough

Let's talk about the trap many teams fall into, relying on doing to drive growth. When development is focused only on skills, knowledge, and willpower, it becomes heavy lifting. Yes, it can produce results but they're often short-lived. Why?

Because beneath the effort is fear:

- Fear of not being good enough.
- Fear of failure.
- Fear of falling behind.

This fear-driven doing keeps people in survival mode, chasing performance to feel worthy instead of growing from a place of alignment, presence, and purpose. The result? Struggle, confusion, burnout.

Doing more doesn't lead to **being** at your individual best. And without shifting the internal narrative, growth becomes just another pressure difficult to sustain. Real growth doesn't come from doing more. It comes from elevating **being**.

# Why *Being* is Your Advantage?

**Being** shapes everything. How we think, connect, and show up. It's the lens through which we see ourselves, others, and our work. When people become aware of their internal state, and learn to shift it, they unlock the energy, clarity, and confidence that's been buried beneath old patterns.

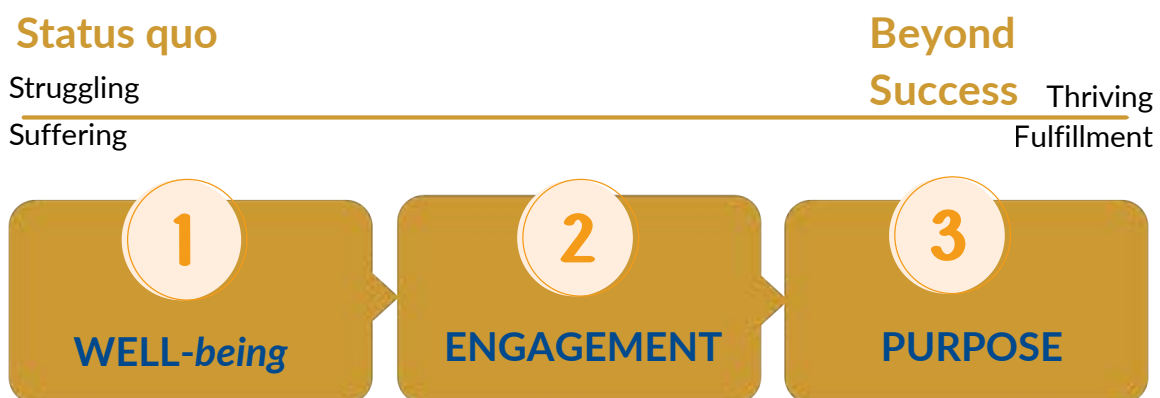
This is where real potential begins. This is where purpose takes root. This is the advantage that lasts.



# Stages of Elevating Human Potential

As a leader, you've seen it: when someone isn't well; mentally, emotionally, or physically—they're not engaged. They're not contributing at their best. And they're certainly not leading with purpose. *Ask yourself, if you woke up tomorrow feeling stressed or disconnected, would you feel energised to lead or just get through the day?*

For many, potential is hidden beneath outdated belief systems; stories based on past experiences that taught us it was safer to stay small, silent, or guarded. Reclaiming that potential takes time. It doesn't happen through quick fixes.



It unfolds over time—through lived experience, strengthening well-*being*, engagement, and purpose. These aren't checkboxes. They're layers of growth. Each one builds the safety, clarity, and connection needed to rise. That's why one-off events don't create lasting change. They may spark a moment of willpower, but they don't shift what's held deep within. True elevation happens from the inside out. It takes daily self-awareness and the courage to meet and reframe what's been keeping us in survival.

**And here's what matters most: everyone rises in their own time.**

Everyone moves at their own pace. You can't elevate others to your pace or the team's. You can't carry them across the threshold. Perhaps you've tried to do that all along, and it's exhausted you. You can support as you lead the way but they have to walk it. Let's explore how you can support your people as they rise, one layer at a time.

# Well-being: The Foundation

You can't perform at your best when you're running on empty. Well-**being** isn't a perk, it's the foundation for sustainable performance. When people feel overwhelmed or stuck in stress cycles, they slip into survival mode and potential stays buried. This isn't about yoga classes or wellness perks. It's about how we manage pressure, process emotions, and return to calm when things get hard. When people feel steady, safe, and seen, they stop bracing and start contributing. It's not the soft stuff. It's the solid ground everything else stands on.

## Here's how it looks when stuck in the status quo:

- PQ: Exhausted, reactive, sleep-deprived bodies.
- EQ: Emotional shutdown, tension, or outbursts.
- IQ: Foggy thinking, poor decisions under pressure.
- SQ: Disconnected from values and inner guidance.



## Here's how it looks when potential is activated:

- PQ: Energy is stable, nervous system is regulated.
- EQ: Emotions are processed with awareness.
- IQ: Thinking becomes clear, focused, and creative.
- SQ: Anchored in purpose and integrity.



## How to support well-being from the inside out:

- **Model self-regulation:** Show what calm looks like under pressure.
- **Normalise real conversations:** Create space where stress isn't hidden but named.
- **Check in, not check up:** Ask how people are **being**, not just what they've done.
- **Create pause moments:** Build breaks into the rhythm of work, not just time off.
- **Lead by presence:** When you're grounded, your team feels it and mirrors it.



# Engagement: The Spark

You can't force people to care. But you can create the conditions where they choose to. Engagement doesn't grow through pressure, it grows through trust. When people feel like cogs in a system, they check out. They might show up but not with their full energy, ideas, or ownership. And when they feel valued, included, and connected to something that matters, it ignites a spark and they lean in. They bring their voice, take initiative, and move from compliance to contribution. Engagement is not about managing people harder—it's about seeing them beyond their work.

## Here's how it looks when stuck in the status quo:

- PQ: Flat energy, going through motions.
- EQ: Guarded or people-pleasing to feel safe.
- IQ: Passive silence "just tell me what to do."
- SQ: Lack meaning/alignment, task-based work.



## Here's how it looks when potential is activated:

- PQ: Energised participation, active contribution.
- EQ: Honest input, shared emotional safety.
- IQ: Creative thinking, ownership of ideas.
- SQ: Clear connection to team, vision, and values.



## How to support engagement from the inside out:

- **Build psychological safety.** Make it safe to speak up, stretch, and stumble.
- **Invite ownership.** Involve people in shaping the "how," not just delivering the "what."
- **Show people they matter.** Recognise their effort, celebrate progress, and make appreciation specific.
- **Connect the dots.** Help them see how their work contributes to the bigger picture.
- **Keep the dialogue open.** Regular check-ins build a culture of mutual respect, not just accountability.





# Purpose: The Expansion

Once well-**being** is steady and engagement is real, purpose becomes the expansion. It's what lifts people beyond tasks and into meaning, seeing their value beyond productivity. It turns effort into intention and contribution into impact. When people connect their work to something that matters—not just to the company, but to themselves—performance becomes personal, not just professional. This is where potential fully activates. Purpose doesn't come from a title or KPI. It's the deeper "why" that gives direction to energy and action.

## Here's how it looks when stuck in the status quo:

- PQ: Drained by work with no emotional reward.
- EQ: Numbness or apathy sets in;"does this matter?"
- IQ: Ideas lack spark, effort lacks ownership.
- SQ: Disconnect between personal values and tasks.



## Here's how it looks when potential is activated:

- PQ: Energy aligns with intention and is in flow.
- EQ: Emotions fuel connection and meaning.
- IQ: Thinking is visionary, committed, and creative.
- SQ: Values and purpose are felt, lived, and shared.



## How to support purpose from the inside out:

- **Connect work to impact.** Regularly remind the team how their contributions make a difference.
- **Model purpose-led decision-making.** Align choices with values, even when it's not the easy route.
- **Create space for reflection.** Encourage talks that explore meaning, not just metrics.
- **Share your why.** Let your team see what drives you and invite them to reflect on theirs.
- **Make space for legacy.** Ask what kind of impact they want to leave—not just at work, but in life.



# From Status Quo to Beyond Success

From Limiting Beliefs

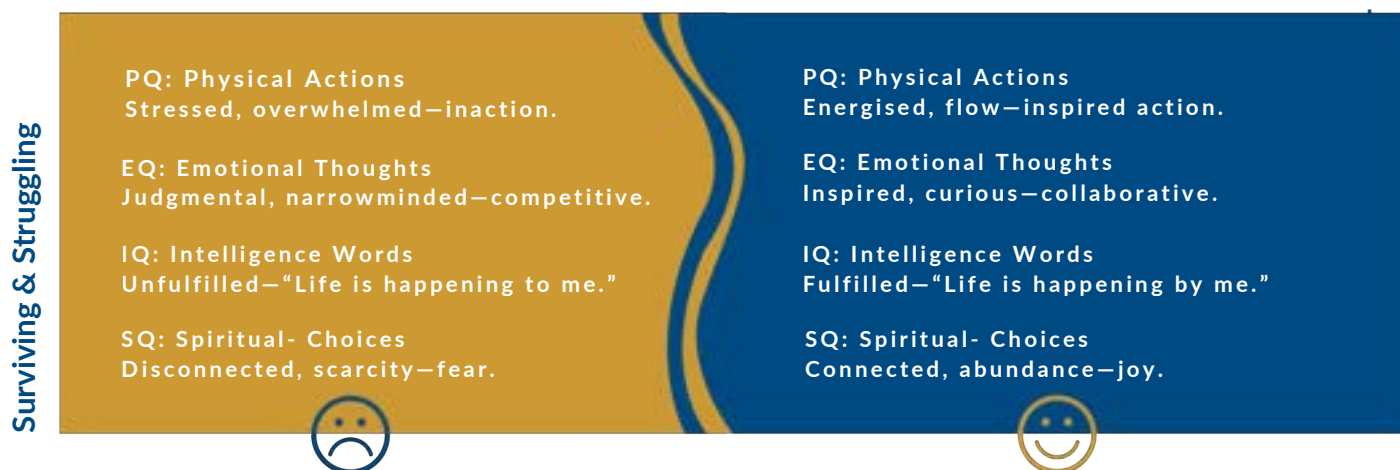
To Elevating Your Potential



## A Sustainable Mindset Shift

From Limiting Beliefs

To Elevating Your Potential



# Human Potential

## Theme Recap

Human potential isn't unlocked from the outside—it begins within. It's shaped by our well-being, engagement, and connection to purpose. When we move from surviving to aligning, we create the conditions to thrive—at work and in life.

## Prompts

- How am I supporting well-being for myself and others?
- Where might I be expecting change in others that I haven't embodied myself?

## Reflection

- What old beliefs or fears are limiting how I show up or lead?
- What's one pattern or belief I'm ready to release?

## Personal Application

- What does purpose look and feel like for me right now?
- When do I feel most connected to my purpose—and how does that impact my performance?

## Action Commitments

- I will support my well-being this week by...
- I will deepen engagement by...
- I will lead with purpose by...

*Journal. Use this time to  
reflect on where in your work  
you feel most grounded and  
where you feel disconnected.*





# 04

## People-First Systems

*“What the heart aligns with and the mind believes, life makes possible.”*

### Overview:

You’ve seen, and I’m sure personally experienced, the cost of chasing external success without inner alignment. Now, we shift our focus to the solution: reimagining how we lead, connect, and grow. This chapter explores the **ONE** paradigm shift required for a thriving culture. It also introduces the science behind what really drives motivation and why *People-First* leadership is the way forward.

# People-First Leadership

So we can see *People-First* is more than a tagline or one-off HR initiative. It's the way forward for unlocking the full power of your people and the key to achieving sustainable outcomes. Because your greatest competitive advantage is your people.

Think of it as a lens. A way of seeing your people—not just as production units, but as full-spectrum human **beings** with untapped potential. You see not just what they do but who they are, how they feel, and what they believe they're capable of. You see their potential to lead, innovate, and grow—when given the space to truly thrive.

For too long, culture initiatives have treated people as categories to manage—departments, roles, and head counts—which we've identified isn't working. *People-First* leadership asks you to think about, "Who are we *being* while we work, lead, and build together?"

## Followed by inspired action:

To lead with empathy and authenticity.  
To build trust through connection.  
To create cultures that enable—not control.

"*Culture eats strategy for breakfast.*" — Peter Drucker. Today, culture is the strategy. In 2021, only 26% of CEOs recognised culture as a key performance driver. By 2023, that number jumped to 71% (Heidrick & Struggles).

**The message is clear: when you prioritise people, results follow. If you want:**

Teams that lead → **Build cultures of ownership.**  
Innovation → **Build cultures of safety.**  
Resilience → **Build cultures of belonging.**

The energy you put out is the energy you get back.

# More Productivity, More Profit

## The data backs it:

Companies with thriving cultures are 23% more profitable. They see 81% less absenteeism, 43% lower turnover, and 18% higher productivity. (Gallup, 2024)

Employees in strong, people-first cultures are 4x more likely to stay, 5x more likely to recommend the company, 6x more likely to feel fulfilled in their work. (McKinsey, 2023)

This isn't about softening accountability. It's about shifting how we think about performance. Not as the external pressure to deliver—but as a by-product of people thriving from within.

*People-First* leadership doesn't dilute performance—it amplifies it. Because presence is what fuels purpose. And purpose drives sustainable performance and profitable impact. This is the mindset shift.

When people are empowered from within, they don't need to be managed. They lead themselves. They think bigger. They go further. And they bring others with them.

True empowerment is recognising work and life isn't happening to you, rather you have been the **ONE** creating it the whole time. It places you in the driver's seat and is the mindset shift that drives sustainable performance and outcomes.

When you commit to a *People-First* culture, you don't just improve engagement. You unlock potential at maximum scale.



# The Global Wake-Up Call

## The Signs are Everywhere.

Teams are burning out. Engagement is slipping. Turnover is rising. We're not facing a productivity problem. We're facing a human potential crisis. The status of the global workplace isn't random—it's the result of an outdated system. We are operating in cultures that reward doing (skills mindset)—while neglecting *being* (human-potential mindset). The systems we built were designed for efficiency over human flourishing. For control and output—not for autonomy and growth.

## Not Just Statistics

They're signals. They're stories. And they're showing us what isn't working. Because we can't solve today's problems with yesterday's thinking. This is our wake-up call—not to work harder, but to think differently. Because if we don't reimagine the human experience at work, we'll keep losing the very people we need to lead it forward.

And it starts with **ONE** shift. From managing performance to activating human potential.

As Gallup CEO Jon Clifton put it: *"Engagement, not pay or perks, is the leading indicator and chief reason for today's record turnover."*

The statistics are undeniable. In Australia and New Zealand, engagement sits at 20% (Gallup 2025), slightly below the global average. The emotional reality of workers echoes the same story, many feel disconnected, stressed, and under-supported.

# The Science of Motivation: What Really Drives Us



*People-First* leadership isn't just a philosophy or feel-good idea. It's a tangible system grounded in the science of motivation, and it works. At the heart of that science is Self-Determination Theory (SDT), the leading theory in human motivation, developed by Edward Deci and Richard Ryan.

SDT shows that when three core human needs are met, people don't just show up, they step up and thrive:

1. **Autonomy** – the need for ownership and meaningful choices.
2. **Relatedness** – the need to feel connected, seen, and part of something.
3. **Competence** – the need to contribute with confidence and growth.

## **When these needs are met, motivation becomes intrinsic:**

- People don't need to be pushed, they take initiative.
- They don't just comply, they take ownership.
- They don't resist change, they drive it.

## **When these needs are unmet, motivation collapses:**

- People burn out.
- Leaders carry too much.
- Culture feels flat, and performance becomes forced.

*Many workplaces are stagnant, pushing for performance while people are in survival mode. Caught in cycles of surveys, rewards, and quick fixes.*

### But here's the catch

You can't unlock human potential in fear-based cultures. If your people are navigating judgment, burnout, or the pressure to "prove" their worth, they're surviving, not thriving. Sustainable performance emerges when we create cultures that fuel people from within.

### Here's the truth

No amount of external incentives can replace the need for people to feel safe, valued, connected, and capable. This is why so many HR initiatives fall flat—because they treat surface-level symptoms, not the root cause - the void caused by a fear of failure mindset.

### Intrinsic motivation is only sustainable

To unlock what people are capable of, we need to stop asking, "How do we get more out of people?" And ask, "How can we support what people need to thrive?" When we stop trying to manage behavior—and start empowering **being**—intrinsic motivation becomes sustainable.



**66**  
The O.N.E. Blueprint™ *exists to create environments where intrinsic motivation becomes the norm, not the exception.*

*A cultural shift from the inside out.*

# Why Now?

**Now is the time to *be* the change you want to experience at work.**

We're often told to think differently, but rarely shown how. Because real transformation doesn't come from more information. It comes from deeper alignment. Knowledge fades. Embodied wisdom creates change.

Every one of us carries blind spots, subconscious beliefs that distort how we see ourselves, our teams, and the reality around us. Most of our stress isn't about what's happening outside of us, it's how we're interpreting it internally and the story we continue.

When you feel under threat, blamed, criticised, or disconnected, it's not always about the other person. At times, it's a reflection of an unhealed space within you, fueled by your incessant chatter. These aren't surface-level problems.

**A new way of thinking & leading ourselves through aligned action.**

They're signals. It's time for more aligned action, not more hustle. Because what you think, you start to believe. What you believe, you become. And what you become, you experience in your reality.

You don't change your life by reading a book or attending a seminar. And you don't shift culture through slogans or slides.

Change happens through daily habits that empower your inner dialogue. The same for your team.

Practices that cultivate self-awareness, self-responsibility, and self-leadership shift the way we think—slowly, powerfully, over time. They turn insight into action. Action into alignment. And alignment into real change.

*The O.N.E. Blueprint™ sustains you to think differently about who you are, how you lead, and how you co-create a culture that's alive, not performative. This is the shift.*

# People-First Potential

## Theme Recap

*People-First* cultures unlock performance by valuing the human behind the role. When people feel safe, seen, and supported, they thrive—and so does the work.

## Prompts

What does a *People-First* culture look and feel like to me?

When have I felt genuinely valued in a workplace and what made that possible?

## Reflection

Where might I be prioritising output over people?

How can I shift one daily habit to support a more *People-First* approach?

## Personal Application

Explore how you might lead through trust rather than control.

Practice one small act of recognition or care that reflects your values.

## Action Commitments

I will lead with empathy by...

I will prioritise connection by...

I will support someone's growth by...

*Journal. Use this time to reflect on how you can humanise your leadership, and what gets in the way.*



# 05

---

## O.N.E. Blueprint For Change



“  
*The way we work doesn't need tweaking.  
It needs transformation.*”

### Overview:

In Chapter 3, we revealed the human and economic cost of an outdated system. Chapter 4 made the case for *People-First* leadership, grounded in science and intrinsic motivation. Now, we move from insight to action. This chapter introduces **The O.N.E. Blueprint™**. A universal human flourishing system that transforms leadership, culture, and performance from the inside out.



# From Insight to Action

**Moving from insight to action is the key to transformation.**

By now, you see it clearly: skills and traditional strategies aren't enough. Even the best workshops or culture decks fall short if they aren't lived.

Disengagement, burnout, and underperformance can't be fixed with quick solutions. They need a new foundation of **being**.

Transformation doesn't happen through knowing more. Workplaces offer a powerful opportunity to transform fears, empowering us to shape our thoughts, words, choices, and actions—**being** our best selves.

**The O.N.E. Blueprint™** cultivates deeper self-awareness, self-responsibility and self-leadership resulting in a mindset shift from fear of failure to solution-focused growth.

**A new way of thinking and leading ourselves through action.**

It's a practical, human-first system designed to help you turn insight into action and culture into something your people actually feel every day.

It meets your people where they are, exactly as they are, and evolves with how they think, feel, connect, and lead.

**The O.N.E. Blueprint™** is founded on a core truth: when you elevate who people are **being**, you elevate everything they do. Because real performance comes from **being** in alignment with your authentic self.

Alignment with your thoughts, words, choices, and actions enables you to thrive in your work and live your life with a deep sense of inner peace and fulfilment.

*The O.N.E. Blueprint™ isn't a model you memorise.  
It's a way of **being** you embody. **Being** creates ripples.  
Through people. Through culture. Through impact.*



*At ONE Beyond Success,  
our mission is simple:*

*To elevate humanity through the  
power of being. Transforming how we  
work, lead, and live to make the world  
a better place.*

*This isn't about quick fixes or  
performance hacks. It's about igniting  
transformation at the source—within  
every individual you lead.*

*Unlocking the power of ONE.*

# The Core of The O.N.E. Blueprint™

*So, how do we bring this to life?*

The O.N.E. Blueprint™ is grounded in the science of motivation (SDT), and real-world organisational transformation. It activates the three core psychological needs proven to drive intrinsic motivation and sustainable performance:

## Autonomy

The freedom to own decisions, actions, and outcomes.

## Relatedness

The experience of connection, belonging, and shared purpose.

## Competence

The belief that your work matters, and you are capable of growth and impact.

The O.N.E. Blueprint™ turns these needs into action through three transformative pathways that embed *People-First* leadership into the cultural fabric and DNA of your organisation:

**Optimise**—Ignite the leader within (Autonomy)

**Network**—Strengthen team unity (Relatedness)

**Elevate**—Drive sustainable impact (Competence)

Within these pathways, five transformational pillars help leaders and teams unlock their full potential by improving their *well-being*, engagement and connection to their *why* (purpose).

# Five Pillars of Human Potential

Pillar	Transformation
Self-Awareness Optimise Growth	<b>Psychological Need: Autonomy</b> <b>Essence: <i>Be aware of your being</i></b> Self-awareness is the foundation of conscious choice. It helps individuals recognise patterns, challenge limiting beliefs and judgment, and awaken personal presence.
Self-Responsibility Optimise Growth	<b>Psychological Need: Autonomy</b> <b>Essence: <i>Be responsible for your choices</i></b> Responsibility is the bridge between awareness and impact. Here, people shift from blame to ownership, responding with intention rather than reaction.
Self-Leadership Optimise Growth	<b>Psychological Need: Autonomy</b> <b>Essence: <i>Be authentic and lead from within</i></b> Leadership starts with self—because you can't lead others if you've abandoned yourself. This pillar empowers individuals to align values with actions.
Self-Alignment Network Teams	<b>Psychological Need: Relatedness</b> <b>Essence: <i>Be connected with self and others</i></b> Alignment creates belonging—not through conformity, but through shared humanity. This nurtures psychological safety and real collaboration.
Self-Determination Elevate Impact	<b>Psychological Need: Competence</b> <b>Essence: <i>Be intrinsically motivated</i></b> When people lead from <i>being</i> , performance becomes a by-product—not a burden. This pillar activates inner drive, sustainable engagement, and purpose-led impact.

# SELF-AWARENESS



*'The ability to  
observe yourself,  
the patterns of your  
thoughts, feelings  
& behaviours,  
without judgement'*

# SELF-RESPONSIBILITY

*'Accepting that you  
are the cause and the  
solution of the matter'*





# SELF-LEADERSHIP

*'Leadership starts with self, because you can't lead others if you've abandoned yourself'*

# SELF-ALIGNMENT

*'Belonging begins within and radiates outward. When you're true to yourself from being in alignment, others feel safe to be real too'*





# The O.N.E. Blueprint™ For Change

## Theme Recap

Change doesn't start with a plan—it starts with a leader who chooses to think differently. **The O.N.E. Blueprint™** ignites a mindset shift that drives lasting transformation and meaningful impact.

## Prompts

Where am I being called to lead change, and what's holding me back?  
How can I think differently about this challenge and see it as an opportunity?

## Reflection

What would change if I focused on optimising my mindset before taking action?  
Who in my network could support this shift—and how can I invite them in?

## Personal Application

What's one area I'm ready to elevate with greater intention?  
Reflect on how this shift could ripple into my team and organisation.

## Action Commitments

I will optimise by...  
I will connect meaningfully by...  
I will elevate my leadership by...

*Journal. Use this time to explore how the Blueprint shows up in your daily practice, and the shifts you're ready to make.*



# 06

---

## The Business Case



“  
*When you put People-First, business thrives—it  
really is that simple, and that powerful.*”

### Overview:

The data is undeniable, and so is the lived experience of visionary leaders around the world. *People-First* cultures don't just feel better. They perform better. When we prioritise the inner world of our people—how they feel, connect, and contribute, we unlock more than engagement. We unlock enterprise-wide momentum, innovation, and profitable impact.

# Being is, the bottom line

## You've seen the signs

People are overwhelmed, disconnected, and quietly burning out, even while hitting their targets. Yet traditional metrics still dominate the boardroom.

## There's a myth

In some boardrooms that culture and well-**being** are “soft stuff,” a “nice-to-have”—a job for HR to tackle once the business is performing.

## But here's the truth

Every forward-thinking leader knows *People-First* cultures don't compete with performance. They drive it. Not as a theory, but as an empowered mindset that becomes a way of **being**.

**When you invest in the internal world of your people—how they think, feel, connect, and lead—you unlock their full contribution.**

Organisations that invest in their people's psychological safety, self-leadership, and motivation aren't just more human. They're more profitable.

## This isn't the “soft-stuff”

Culture is not a feel-good initiative. It's your competitive advantage.

## The numbers say it all

Gallup (2024) reports that companies with engaged teams experience:

- 23% higher profitability
- 81% less absenteeism
- 18% more productivity
- 43% lower turnover

McKinsey (2023) shows that employees in thriving cultures are:

- 4.4x more likely to stay
- 5x more likely to recommend the company
- 6x more likely to feel fulfilled





# The ONE Beyond Success Results

At ONE Beyond Success, we've seen these numbers come alive across dynamic industries—from recruitment to data analytics and global wellness.

Here's how **The O.N.E. Blueprint™** has delivered real transformation:



## Randstad Australia — Leadership & Culture

- +20% employee engagement
- +37% problem-solving capability
- +23% confidence to take initiative
- +7% organisational commitment

*"My team is more energised, motivated, and connected than ever." — Frank Oerlemans, CMO, Randstad AU & NZ*



## Forecast Australia — Performance & Mindset

- +46% resilience under pressure
- +40% goal-driven behaviour
- +14% confidence in ability
- +18% stronger team connection

*"The shift in culture, confidence, and cohesion has been tangible and lasting." — Greg Norman, Director, Forecast*



## Life Fitness EMEA — Culture Elevation

- +37% problem-solving confidence
- +29% personal capability
- +23% team ownership
- +20% engagement uplift

*"This helped our people reconnect not only with each other, but with themselves." — Sven van Dijk, HR Business Partner, Life Fitness International*

# Measurable Impact:

## The Data Behind the Shift

### Key Outcomes from O.N.E Blueprint Activation

Metric	% Improvement
Confidence in personal ability	<b>+13.58%</b>
Ability to relax under pressure	<b>+46.15%</b>
Goal-directed behaviour and action	<b>+40.62%</b>
Feeling close and connected to colleagues	<b>+18.28%</b>
Solving challenges at work	<b>+37%</b>
Confidence to get things done	<b>+23%</b>
Faith in personal capabilities	<b>+29%</b>
Commitment to the organisation	<b>+7%</b>
Employee engagement across teams	<b>+20%</b>

The numbers don't lie—when people thrive, performance follows.



## TESTIMONIAL

**Frank Oerlemans,**  
CMO at Randstad APAC,  
Australia & NZ



The world around us is changing fast. A global pandemic has had a significant impact on how we work, how we want to work, and our expectations of work-life balance. Technological advance facilitates this new balance but also fuels disruption in our work and expectations from our work ecosystem and society in general. Higher expectations on productivity but also from your social environment put us under more pressure than before. At the same time, in a skill-short market, employee engagement and happiness are key to retaining talent.

For Randstad, for people at Randstad, this is no different than for any other company. As an HR solutions company, people are the heart of our organisation and engagement, mental health, and retention are high on our agenda. One key to engagement, happiness and retention is to ensure that every person in our organisation can bring their true self to work and be their true self. Not the person they think they are supposed to be, that their manager, their colleagues, or KPIs want them to be, but the true best version of themselves. We wanted them to find out what makes them their unique self and find out how we together can support them bring their true self to work.

I have done many “self-development” and team-building workshops before, where you receive a bunch of theoretical models and walk away with how you can better perform and grow, grow, grow, or build new skills. For us, more important is to understand why you would want to build these skills. Without a deep understanding of your own “why,” your drivers, a skills course might just be a check in the box on the L&D roadmap. But that is not for everyone and is often a one-off, and still someone is telling you what you need to be. It is not what finding your true self is about.

--- continued >>

# TESTIMONIAL

## Continued...

What we found with ONE Beyond Success is something unique. An approach we have never experienced before and one that focuses truly on enabling you as an individual to be your true self and bring your true self to work. It has given my team members the tools to self-manage and become more resilient and have a true sense of belonging. Important in today's hybrid/remote working environment. One Beyond Success' unique approach integrates self-reflection and sharing to better understand yourself and others around you.

Embarking on the journey with One Beyond Success started very smoothly and was quite comfortable for anyone in my team to ease into. Every team member absolutely loves the experience and wants more. The team has a much stronger bond as each individual is much more themselves, and we understand each other's true selves better. We are more energised, motivated, and connected than ever. We now have an embedded system for our team to keep strengthening from within and authentically connect. The team is better equipped to deal with challenges and takes more initiative.

**Frank Oerlemans, CMO at Randstad APAC, Australia & NZ.**



# The O.N.E. Blueprint™

## A Gold Standard for *People-First* Culture

The O.N.E. Blueprint™ is more than a model. It's the gold standard for building *People-First* cultures that are sustainably cohesive and aligned. It's a human flourishing system designed to unlock intrinsic motivation, strengthen trust, and elevate how people work—together and within themselves. So they don't just show up transactionally... they come alive.

### Why This Matters

The future of work isn't powered by skills alone. It's shaped by who people are becoming. And when your people feel safe, seen, and supported, everything shifts:

- They take full ownership of their mindset, behaviour, & outcomes.
- They collaborate from trust, not fear.
- They contribute with clarity, purpose, and heart.



When **ONE** person leads from within, it lifts everyone around them. That's the ripple effect of **ONE**.

Individually activated.

Collectively amplified.

- Teams align
- Cultures strengthen
- Impact multiplies

through your business, your people, and beyond.



*Evidence shows when you support  
people from the inside out:*

*Engagement becomes intrinsic  
Accountability becomes natural  
Innovation rises through trust  
Performance becomes regenerative*

*When people feel safe, valued, and  
inspired, they don't need to be pushed.*

*They rise.*

# The Future of Work & Leadership

## The Future of Work

The future of work isn't about doing more. It's about becoming more: more human, more present, more authentic, more aligned.

## And the Future of Leadership?

It extends beyond job title, beyond hierarchy, and into how we show up in every moment. Each person is a leader, whether it's in their job title or not. Because leadership is no longer just a position—it's a way of *being*.

## At ONE Beyond Success

We believe the leaders of tomorrow are those who:

- Optimise who they are before what they do.
- Network through trust, not transaction.
- Elevate impact through authenticity and intention.



## The Future is Now

This isn't a workplace trend. It's a global transformation, unlocking the full power of people, performance, and profitable impact. And the future? It's not out there. The future is happening now.

## Activating Human Potential

Because when we shift from managing performance to activating potential. When culture becomes a source of energy, not exhaustion, we unlock something extraordinary.

**We unlock the power of ONE.**  
**ONE Individually.**  
**ONE Collectively.**  
**ONE Systemically.**

The future of work isn't just about how we operate. It becomes the highest expression of who we are.

And that begins with you.

# Your Business Case

## Theme Recap

Investing in people isn't just the right thing to do. It's the smart thing to do. Cultures built on autonomy, connection, and competence drive real, sustainable outcomes.

## Prompts

- What business results have I seen improve when people feel valued and supported?
- Where are we missing opportunities because we overlook human potential?

## Reflection

- What would change if people's well-**being** and growth were treated as strategic priorities?
- How can we measure success in a way that values both performance and people?

## Personal Application

- Identify one decision where you can lead with both empathy and effectiveness.
- Reflect on how your own performance shifts when you feel supported and empowered.

## Action Commitments

- I will advocate for a *People-First* solution by...
- I will connect performance to purpose by...
- I will model what it means to thrive by...

***Journal. Use this time to map the connection between empowered people and sustainable success.***





# 07

---

## Bringing Your Culture Alive



“

*The future of work is not just about what you do, rather who you are individually and as a team. Leaders who foster People-First cultures will thrive in this new era.*

### Overview:

By now, it's clear: the old way of working no longer serves you, your team, or the organisation. You've seen what drains potential, and what fuels it. You understand how *People-First* cultures create lasting results. Now it's time to ignite a mindset shift so **The O.N.E. Blueprint™** becomes a way of *being* embedded throughout your organisation.

# The Future of Work at a Glance



## The Future of Work is Now

We began this journey by exploring the four priorities shaping the future of work: sustainable leadership, well-**being**, human connection, and business as a force for good.

Now, as we close, these are no longer just ideas on a page; they are the threads that weave together **The O.N.E. Blueprint™** for a new way of leading, working and living. They remind us that the future is not something we wait for; it is something we actively create every day through the choices we make, the cultures we build, and the impact we leave behind.

The invitation is simple: carry these priorities forward. Let them guide how you lead, how you connect, and how you elevate the spaces you touch. In doing so, you are not only sustaining the shift. You are shaping the future of work, and the future of us all.

# Dear CEO, Visionary, Leader and Changemaker

**Have you been thinking about culture for a while now?**

Talking about it. Surveying it. Trying to shift it.

But something still isn't landing.

What's been keeping you up at night?

The disconnection? The pressure to perform?

The gap between values and lived experience?

**Now imagine this:**

A team that owns the mission.

A culture that breathes trust, not pressure.

Because culture isn't a program. It's a pulse.

It's shaped by mindset, presence, and daily behaviour.

It doesn't shift through strategy alone.

It shifts when people feel it—own it—live it.

**Culture starts with you—**

but it's sustained by your team.

Without their buy-in, nothing sticks long-term.

You set the tone.

They bring it to life.

**And together, you become the culture.**

This isn't a framework to follow.

It's a way of *being* to embody.

This is culture in motion.

This is the new era of leadership.

**This is ONE Beyond Success, lived.**

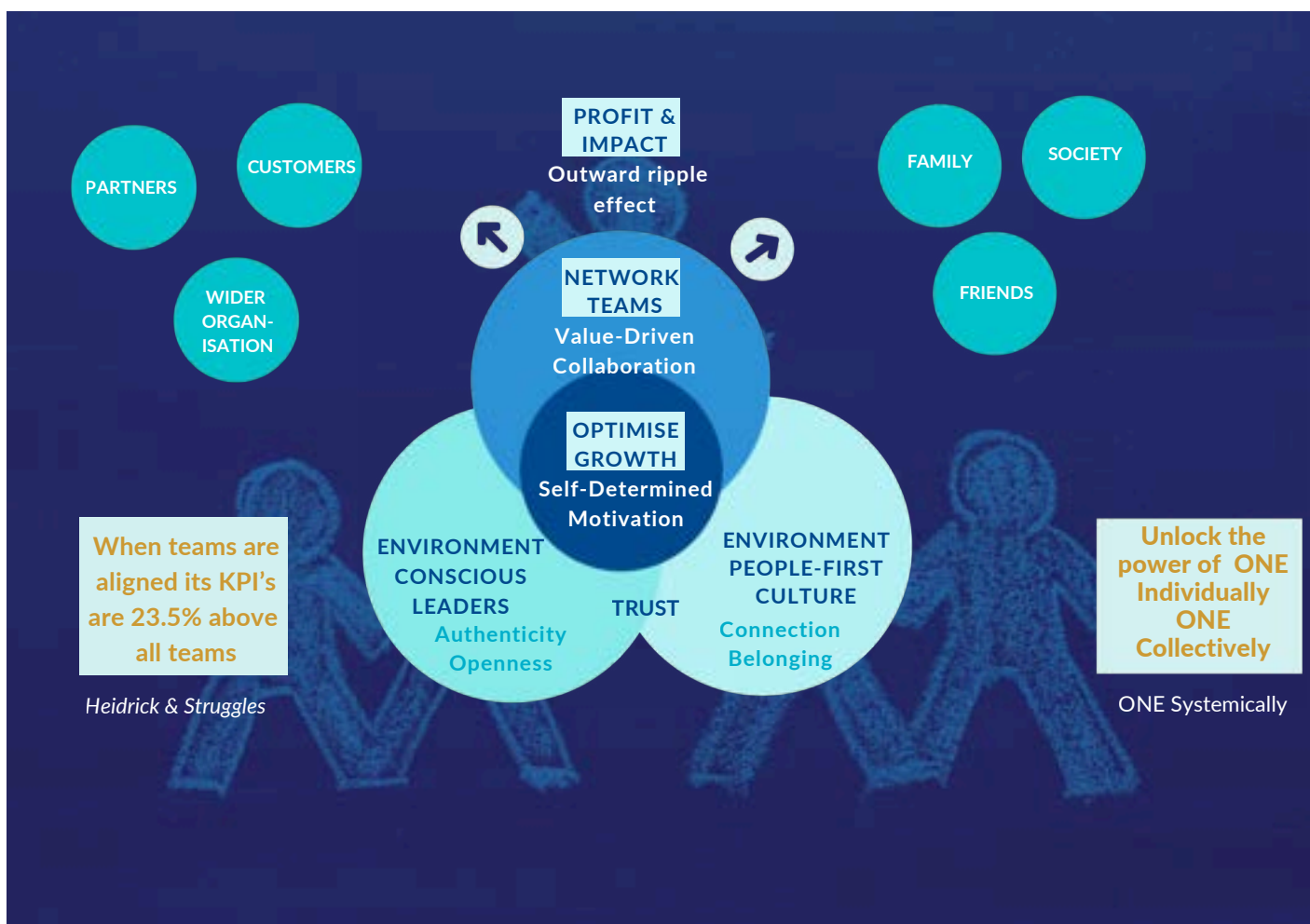
— *Mirjana*

# A Living Ecosystem

## Evolving Your Culture in Three Ways

You know culture is not a fixed structure. It's a living, breathing ecosystem. It evolves when your people grow, teams connect, and purpose drives performance. That's why shifting culture isn't about a one-time program. It's about activating intergenerational change at every level, individual, team, and organisation.

The O.N.E. Blueprint™ works in three ways: **Optimise. Network. Elevate.**



Crucial to this evolution is the environment itself **ONE** underpinned by the core values of trust, belonging, authenticity, and meaningful connection. Buy-in is key. Without this, transformation cannot take root.

Here's how growth unfolds:



### 1. Optimise the Individual

Change begins within. When individuals optimise their mental, emotional, and energetic state, they stop running on autopilot and start leading from alignment. This fuels sustainable motivation and resilience—not from pressure, but from presence.

*When people optimise from within, they contribute beyond.*



### 2. Network the Team

Growth thrives in connection. When trust, safety, and ownership are present, teams shift from silos to synergy fueling values-driven collaboration. By strengthening authentic relationships, we network human potential system-wide.

*Strong teams grow through connection—not just output.*



### 3. Elevate the Whole System

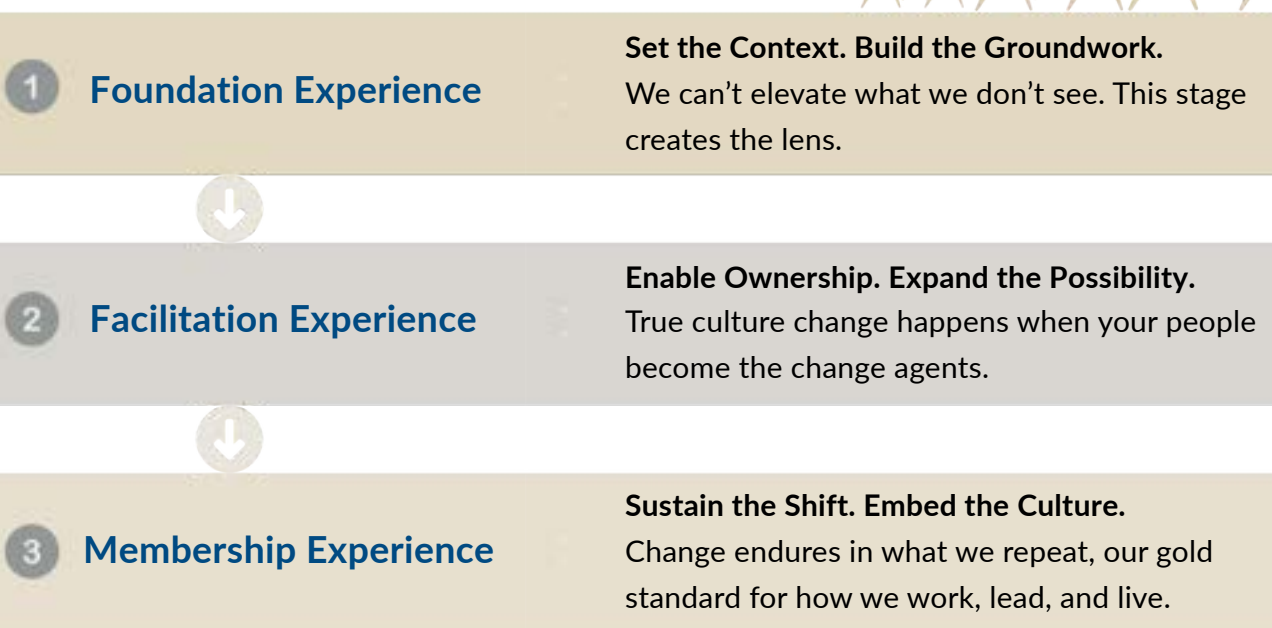
When individuals are optimised and teams are connected, culture elevates sustainably and becomes an empowered way of *being*. This is where performance, purpose, and impact align and drive outward positive change.

*A sustainably elevated culture is your most powerful business strategy.*

# Roadmap to Co-Create What's Next

Elevating culture isn't a quick fix. It's a journey, **ONE** that begins with awareness, deepens through experience, and transforms through ongoing integration. This roadmap is how we embed **The O.N.E. Blueprint™**—from the inside out—so transformation becomes sustainable and lived.

## The O.N.E. Blueprint™ People & Culture Integration Experiential Roundtables for employees & teams



Just as teams meet to deliver outcomes, these experiential roundtables create space to **be**—to reflect, reset, and expand. Here, mindset is practiced in real time—where fear of failure turns into solution-focused growth. At the core is a culture of trust, authenticity, connection, and belonging, so people feel safe to show up fully and rise. Culture isn't shaped in boardrooms; it's lived moment by moment, through how we choose to **be**. The paradigm is shifting. People want more—deeper purpose, genuine culture, and the freedom to lead as themselves.



# How to Activate The O.N.E. Blueprint™

## Start with You

Before you shift your culture, embody it.

**Reflect:** Where are you leading from fear, control, or habit?

**Realign:** Where could you be more present, or intentional?

**Recommit:** Model the mindset you want multiplied.

**“How you show up is the culture you co-create.”**

## Engage Your People

Culture evolves through connection not compliance.

**Reflect:** Are your people being heard—or just managed?

**Realign:** Create spaces for honest dialogue, not just KPI reviews.

**Recommit:** Introduce **The O.N.E. Blueprint™** in an open team circle.

**“Trust grows where people feel safe to speak and contribute.”**

## Assess What's Real

You can't shift what you don't see.

**Reflect:** What's really going on beneath the surface?

**Realign:** OBS survey to uncover blockers—stress, lack of trust.

**Recommit:** Celebrate small shifts that prioritise human potential.

**“When we measure what matters, we create space for possibility.”**

## Embed The O.N.E. Blueprint™

Culture becomes sustainable when it lives in daily rhythms.

**Reflect:** Where is culture visible in your everyday practices?

**Realign:** Align meetings, decisions, and feedback with your values.

**Recommit:** Build daily rituals that reinforce **being**—not just doing.

**“Consistency is what turns culture from intention into identity.”**

## Partner With Us

You don't have to do this alone. Partner with us to unlock the infinite potential of your people, culture & profitable impact.

*Your Next Step Begins Here*

# LEADERS FOR CHANGE COLLECTIVE™



Leaders for Change Collective™ is a global community where leaders unite to unlock the infinite potential of their people, culture, and impact.

This isn't about titles. It's about who you are. Your story, your journey, your lived experience are the gifts that enrich The Collective.

Change is urgent. It begins within the leader, yet its ripple carries far beyond, shaping teams, organisations, and entire systems.

By transforming from the inside out, you become the catalyst. You create cultures where people feel safe, connected, and inspired to rise.

The time is now. The future of leadership is here. Together, we are shaping it.

# LEADERS FOR CHANGE COLLECTIVE™

*Where leaders unite to unlock infinite potential.*

## Who Is It For?

Leaders for Change Collective™ is for leaders who are ready to elevate their people, their culture, and their impact. It's leadership at the level of **being**, the pathway to unlocking infinite potential. We don't resist the status quo—we rise above it. Here, challenge becomes fuel, and growth becomes inevitable. When you choose courage, openness, and expansive thinking, you awaken a deeper way of leading, **ONE** that is transformative, purposeful, and unlike anything you've experienced before.

## Why the Collective?

Ready to break free from business as usual? Leaders for Change Collective™ is not a classroom, a course, or another networking event. It's a catalyst for change where leadership breaks past knowledge and ignites innovation, courage, and bold new ways of **being**. This is where the leader you are and the leader you're becoming converge. A place to unlock the infinite potential within, disrupt the ordinary, and step forward in full authenticity and purpose.

## Experience The Shift

Step into a space where leadership comes alive through real connection, shared growth, and embodied practice.

- **The O.N.E. Blueprint™.**
- Purpose in Action.
- Bold Conversations.
- Anchored Belonging.
- Authentic Connection.

This embodied way of **being** becomes the gold standard for how you work, lead, and live.

# LEADERS FOR CHANGE COLLECTIVE™

*Where leaders unite to unlock infinite potential.*

## Why It Matters

Leadership is changing. It's no longer about skills or strategies alone—it's about activating human potential at the source, within every individual. When people thrive from within, everything transforms.

- Challenges become opportunities.
- Teams unite with shared purpose.
- Performance, results, and impact accelerate.

## Join the Collective

**Intake:** Three-month activation cycles, with a rolling waitlist. This is your invitation to inspire innovation, challenge the status quo, and ignite transformation across your organisation, unlocking the infinite potential of your people, your culture, and your impact.

*The future of work is being built NOW by those ready to be  
ONE Beyond Success.*

Scan below to find out more



“  
*Today's employees want more than fruit bowls, adventure days, and barista coffee. They want to grow, connect authentically, and make a real impact as their true selves at work.*

— Mirjana Boznovska





# ONE Beyond Success

## A Manifesto for Human-First Leadership & Culture

We believe the future of work isn't just about what we do— It's about who we are.

We believe culture is not a program— It's a way of being.

We believe leadership begins within— Because self-driven people build thriving teams.

We believe people are not problems to fix— They are potential to unlock.

Because when we grow the inner world,  
The outer results transform.

True impact doesn't start **with achievements**— It starts with who we choose to become.

Change doesn't begin with a plan— It begins with a leader who says: **"Start with me."**

When we lead from being:

- People rise
- Cultures evolve
- Impact expands

This isn't a trend.  
It's a transformation.

Not a checkbox—  
A catalyst for

**Go beyond success.**  
This is the power of **ONE.**





# ONE Beyond Success

## A Catalyst for Change.

ONE Beyond Success elevates people, transforms culture, and creates impact that lasts. We transform organisations from the inside out, shifting from skills-only leadership to a future fuelled by human potential.

The new era of leadership goes beyond skills, it's about activating human potential at the source, within every individual. **The O.N.E. Blueprint™**, a gold standard in *People-First* cultures unlocks infinite potential at the source, within every individual and ripples outward in three ways to:

**Optimise:** Ignite the leader within, powering self-determined motivation.

**Network:** Strengthen team unity, cultivating values-driven collaboration.

**Elevate:** Amplify sustainable impact and measurable business results.

Through **The O.N.E. Blueprint™**, workplace culture evolves from survival mode to solution-focused growth, where self-determined motivation and values-driven collaboration are the everyday standard. We are unlocking the full potential of people, performance, and profitable impact.

### When people thrive from within, everything changes:

- Challenges become opportunities.
- Teams come together with purpose.
- Performance and results accelerate.

And most importantly, this embodied **being** becomes the gold standard for how we work, lead, and live, making the world a better place.

At ONE Beyond Success, we are committed to bringing out the best in your people, shifting your culture, and accelerating your organisation through **The O.N.E. Blueprint™**.

# Meet Our Executive Team



**Mirjana Boznovska,**  
Founder, CEO &  
Visionary.

Mirjana Boznovska, Founder and CEO of ONE Beyond Success, is devoted to helping people unlock their true potential and create workplaces where connection, collaboration, and well-**being** thrive. Guided by the principles of The O.N.E. Blueprint™, she inspires change **ONE** person at a time, shaping a future of work and life built on purpose, humanity, & impact.



**Shannon Dunn, Global**  
VP. Brand Voice &  
Impact. Innovation.

Shannon Dunn is the Global VP of Brand Voice & Impact, Innovation at ONE Beyond Success, devoted to giving voice to impact through stories that inspire, connect, and uplift. With a *People-First* approach, she transforms vision into clarity and meaning, ensuring that every message and innovation carries the power to create lasting change in workplaces and in the world.



**Frank van de Ven**  
Advisory Board Catalyst  
Partner & Advisor.

Frank van de Ven is a globally respected leader in health and well-being, known for his passion, energy, and *People-First* approach to creating environments where individuals and teams thrive. As an advisor on the ONE Beyond Success Advisory Board, he brings decades of strategic insight, guiding the mission to scale impact and inspire healthier, more connected ways of working and living.

# Dedication

*To everyone challenging the status quo:  
clients, colleagues, mentors, friends, and family.  
Thank you.*

*For showing up with the **courage** to let go,  
the **openness** to grow,  
and the vision to **think expansively**.  
Thank you.*

*Your trust, your stories, and your presence remind us that  
transformation is never a solo journey.  
It's something we become together.*

*This work is for you, because of you  
and it lives on with you.  
Thank you.*

# A Catalyst

This book was created as a catalyst to shift the narrative and invite people to experience work and leadership through a new lens. The future of work is not defined by skills or strategy; it is defined by people. Real change begins when we activate human potential at its source, within every individual.

This is the essence of **The O.N.E. Blueprint™**: **O**ptimise. **N**etwork. **E**levate. It calls leaders beyond skills and strategies into an embodied way of **being**, grounded in self-awareness, self-responsibility, and self-leadership. It is about choosing courage over fear, collaboration over competition, and abundance over scarcity.

In this way leadership becomes a force for good, unlocking infinite potential and creating workplaces where people flourish. When individuals grow from within, everything shifts. Transformation begins with the leader and ripples outward, uplifting people, culture, organisations, and ultimately, the future of work itself.

Leaders for Change Collective™ carries forward this vision—a movement where leaders unite to unlock potential, challenge the status quo, and reimagine what it means to work, lead, and live. The future of work is already here, and it belongs to those who are ready to **be ONE Beyond Success**.

*Imagine ....  
Work as the highest  
expression of  
who you are...  
It's where purpose  
meets action, and  
where your true self  
shapes the world  
around you.*