

BEING HUMAN

The infinite potential of how we work, lead, and live.



beyond success



Hi, nice to be here again!

BY MIRJANA BOZNOVSKA

Have you ever told yourself...
 "I just need to be more confident." Most people have.
 Before a meeting.
 Before speaking up.
 Before something new.
 We tell ourselves confidence is the answer.
 If I felt more confident...
 I'd say it. I'd do it.
 I'd go for it.
 I'd apply for the role.
 I'd ask them out.
 I'd create the life I want.

*But even when you prepare...
 even when you know what to do,
 something still holds you back.
 And that's the part no one really
 talks about. Because often it's not
 your capability. It's what you
 believe about yourself in that
 moment. So maybe the question
 isn't, "How do I become more
 confident?" **Maybe the real
 question is, "What do I believe
 about myself right now?"**
 Because it's not confidence driving
 your behaviour. It's identity. The
 beliefs you hold about who you
 are...what you're capable of...and
 what's possible for you in your
 work, relationships, and life.*

IN THIS EDITION

The Confidence Trap

You're Not Stuck

**Identity Drives
Action**

Neuroscience Shows

**The Power of Self-
Belief**

Real Work Examples

Human Reset

THE CONFIDENCE TRAP

WHY CONFIDENCE ISN'T THE ANSWER

This is where you get stuck.
 "I just need to feel more confident."
 "Then I'll set the boundary."
 "Then I'll trust myself."
 "Then I'll put myself forward."

But you've been here before.
 Prepared. Capable. Ready.
 And still... you held back.

Because confidence isn't the foundation. It's a response.
 And when it fluctuates...so do you.

There are two types of confidence.
 One built on results and validation.
 The other built on belief and identity.
 Most people rely on the first. And it doesn't last.

At work, it looks like this:

- Holding back when you know
 - Second-guessing your ideas
 - Not stepping into opportunities
 - Waiting for external validation
- Not because you lack capability...
 but because something deeper
 is driving how you show up.

THE REAL SHIFT STARTS WITHIN

Step 1: Self-Awareness

Start noticing what shows up in the moment:

- When you hesitate
- When you hold back
- When you doubt yourself

Ask yourself: What am I believing about myself right now?

Step 2: Self-Responsibility

Once you see it, pause and question it:

- Is it true?
- Is it current?
- Is it helping me move forward?

Ask yourself: Is this a story I've carried for too long?

Step 3: Self-Leadership

Then choose how you want to show up:

- Not based on doubt
- Based on who you're becoming
- Take the next step anyway

Ask yourself: Who am I choosing to be right now?

WHAT'S REALLY GOING ON AT WORK

At work, it often sounds like, "If I had what I want, I'd feel confident." **But in reality your self-perception and your nervous system pull you back to what feels familiar, not what you want.** When things go well, confidence rises. When they don't, confidence drops.

Recognition. Results. Approval.

That becomes how you measure yourself. But this creates instability. Because the moment pressure rises, or something shifts, your confidence collapses. This is outcome-based confidence. And it's fragile.

DON'T FAKE IT TILL YOU MAKE IT. INSTEAD FOCUS ON WHAT YOU BELIEVE

The Real Shift

The real work isn't just getting there. It's becoming someone who can stay there. And that doesn't happen overnight. It's built slowly.

Through self-trust.

Through self-belief.

Through showing yourself... again and again:

I can be here... and I'm okay.



You're Not Stuck

The work and life you want requires a version of you who feels steady, grounded, and able to hold it. Because it's not just about getting there. It's about being able to receive it... hold it... and live it...without pulling yourself back.

The version of you who has what you want isn't just more confident. They've built the capacity to handle it.

Not just the strategy.

Not just the goals.

Not just the mindset.

But something deeper.

Your identity.

Your self-concept.

Your nervous system.

Because when your life expands, you get tested.

Your ability to handle pressure.

To move through uncertainty.

To trust yourself, even when things don't go to plan. And this shows up at work every day.



You want the promotion...

but when the opportunity comes, you hesitate.

"What if I'm not ready?"

"What if I can't handle it?"

You want more visibility...

but when it's time to speak up, you hold back.

"What if I say the wrong thing?"

"What if people judge me?"

You want to lead...

but you second-guess your decisions.

"Who am I to do this?"

"What if I get it wrong?"

It's not that you're not capable. You're not stuck. It's that part of you doesn't feel safe being that version of yourself... yet.



Most people are unaware of the internal shift needed to hold the life they say they want.

Because when things stretch you, it can feel like doubt, resistance, or fear. And most people misread that. They think something's wrong. But it's not failure. It's feedback.

And this is why confidence alone isn't enough. Because confidence comes and goes. But identity stays. And if your identity isn't aligned...you'll keep holding yourself back no matter how confident you try to be.



IDENTITY DRIVES ACTIONS

You don't act based on confidence. You act based on self-perception and identity. What you believe about yourself determines:

- what you say
- what you avoid
- what you go after
- what you allow

So when you tell yourself:

"I'm not ready."

"I'm not that kind of leader."

"I'm not good at this."

These aren't just thoughts. They're identity statements. And they shape how you show up every day at work and in life.

Why Identity Shapes Everything...



*You've been taught to focus on what to do. Build skills. Gain knowledge. Work harder. But what actually shapes your life is something deeper. Everything you experience...
your work opportunities
your relationships
your health
your growth
your results
...reflect what you believe about yourself. Not what you say. But what you deep down believe is true.*

REAL WORK EXAMPLES

If you see yourself as someone who plays it "safe," you'll keep choosing what feels familiar.

If you see yourself as someone who creates opportunities, you'll keep choosing growth.

Because your identity is always driving your actions.



Reflection
Ask yourself:
Who do I need to become to attract what I say I want?

Shift Your Identity to attract...

Instead of asking, "Why is this happening to me?"

Ask: What is this showing me about myself?

Where am I holding back?

What do I believe I'm capable of?

Why do I react under pressure?

How can I expand what feels safe?

Because the version of you you're becoming is built in the moments that feel hard, doubting, or results take longer than expected. That's not failure. **That's the inner work.**



The Identity Flip...

This is the shift.

From: Have → Do → Be

To: Be → Do → Have

This isn't about faking it until you make it. It's about becoming the version of yourself who can naturally hold what you want.

Neuroscience Shows...

Confidence isn't something you wait for.

It's built through action before you feel ready. Every time you show up... follow through... or do something uncomfortable...you're teaching yourself:

- *I can handle this.*
- *I can trust myself.*
- *I am capable.*

Over time:

Thoughts → become beliefs

Beliefs → drive actions

Actions → shape your life

You're reinforcing a new identity.

The Power Of Self Belief

This isn't about becoming someone else. It's about becoming more of who you are.

Real confidence comes from alignment. Not perfection. Not performance.

As your identity strengthens, you begin to:

- set better boundaries
- recognise your worth
- stop comparing
- step outside your comfort zone
- own your strengths
- show up fully
- express what you need

Not as a checklist. But as a daily routine of someone who knows who they are.

What This Looks Like At Work

Challenge your inner voice.

Notice what you tell yourself.

What am I believing right now?

Is it helping me or holding me back?

What would a more supportive belief sound like?

Start before you overthink.

Confidence follows action.

What am I avoiding?

What happens if I just begin?

What's one step I can take now?

Notice small wins.

Confidence grows from evidence.

Where have I already shown up today?

What did I handle better than before?

What proof do I have that I'm capable?

Act from who you're becoming.

You attract who you are, not what you want.

Who do I want to be in this moment?

How would that version of me show up?

What would they do next?

Keep small promises to yourself.

Self-trust is built daily.

What did I commit to today?

Am I following through?

How can I strengthen trust in myself?

Focus on what you can control.

Bring it back to your actions.

What is within my control right now?

Where am I giving my energy away?

What can I take ownership of?

Do hard things on purpose.

Confidence grows through discomfort.

What feels uncomfortable right now?

What am I avoiding because of it?

What small stretch can I take today?





A Simple Daily Reset: Self-belief Check-In

Morning Intention

Ask:

*What kind of day do I want to create?
Where will I need to back myself?*

Choose:

*Today, I choose to trust myself.
Not perfectly, just intentionally.*

Anchor:

One moment today I will back myself:

Evening Reflection

Notice:

*Where did I trust myself today?
Where did I hold back?*

Acknowledge:

*What did I handle well?
Even the small moments matter.*

Reset:

*Tomorrow is a new day.
I'll back myself again.*

Real Work Examples— Strengthen Your Beliefs

Decision Making—Overthinking → Self-Trust

Limiting Belief: "I need to be sure before I decide."
You overanalyse. You delay. Progress slows.

New Belief: "I trust myself to figure it out as I go."

Human Reset: Decide. Act. Adjust.

"What do I already know that's enough to move forward?" When you trust your judgement, hesitation turns into momentum.

Visibility—Hiding → Ownership

Limiting Belief: "It's better to stay in the background." You go unnoticed and play small.

New Belief: "My work deserves to be seen."

Human Reset: Share. Own. Grow.

"It's safe to be visible and share my knowledge without fear of judgment." When you allow yourself to be seen, opportunities begin to open.

Workload—Overcommitment → Boundaries

Limiting Belief: "I have to say yes to everything." You take on too much. Your energy drains.

New Belief: "I can express my capacity."

Human Reset: Pause. Prioritise. Protect.

"What actually matters most right now?" When you choose deliberately, your energy and impact both increase.

Pressure—Reaction → Regulation

Limiting Belief: "I need to reply immediately." You react under pressure. Clarity drops.

New Belief: "I choose response over reaction."

Human Reset: Breathe. Pause. Choose.

"How do I want to respond in this moment?" When you create space, pressure becomes clarity and self-regulation returns.

Team work
makes the dream work.

BEING HUMAN

a People-First invitation

We each carry a responsibility.
To become aware of what we believe about ourselves.
Because those beliefs shape how we show up.
And how we show up shapes everything.
Our decisions.
Our relationships.
Our impact.
Imagine if each person chose to back themselves just a little more.
To pause.
To reflect.
To choose differently.
Not perfectly.
But intentionally.
That's where real change begins in our workplaces.



“The greatest gift you can give yourself is to back yourself in what matters to you. Until next time, let your humanity lead.”

— MIRJANA