

# BEING HUMAN

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



beyond success



## Hello and welcome

BY MIRJANA BOZNOVSKA

*I'm grateful you're here. I created **Being Human** because something essential is shifting. The old way of working simply isn't working anymore. Every day, leaders tell me the same thing: "People are tired." "We're doing more but feeling less" "Something's not working...I don't know how to fix it." If that resonates, you're in the right place.*

### *Let's start with honesty:*

The global workplace is at a breaking point.

- 2 in 3 people are struggling at work
- 8 in 10 are disconnected or lack purpose
- Leaders are more overwhelmed than ever

This isn't an "engagement issue." It's a human issue and it demands we think differently.

*Because **Being Human at work** is no longer a "nice thing to do." It's the new advantage for you.*

### IN THIS EDITION

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## Why we keep getting stuck

Most of us want to **be** and do better.

But our brains are wired for safety and comfort, not growth. So under pressure, we default to what feels familiar:

- protecting instead of connecting
- reacting instead of pausing
- controlling instead of trusting
- shrinking instead of expanding

Not because we don't care, but because fear speaks louder than inspiration, so we "play it safe." And this wiring goes deeper than work. Between the ages 0–7, we absorb core beliefs about our worth, safety, trust and identity. These early imprints shape how we:

- see ourselves
- relate to others
- respond to feedback
- navigate conflict
- show up at work
- trust (or don't)
- protect or reveal our true selves

This is why we can't "policy" our way to a better culture. We can't "train" people out of patterns that were formed long before they entered the workforce. Real change begins within and drives performance.

## Science shows

Human performance isn't a mystery. It's measurable, practical, and deeply human. Decades of research show that people thrive when three core psychological needs are met:

- Autonomy: "I feel trusted to contribute."
- Relatedness: "I feel connected and valued."
- Competence: "I feel capable and growing."

This isn't abstract theory. It's the proven architecture of sustainable motivation, well-**being**, and peak performance. When these needs are met, people flourish and the workplace becomes a more human, healthier place to grow.



## *Being Human is the new advantage*

Workplaces where people feel safe, seen, trusted, and valued perform differently. Innovation rises. Communication opens. Collaboration deepens. Decisions improve. Performance becomes sustainable. And impact expands.



# A PERSONAL STORY



## LIVE GRATEFULLY



A JOURNEY WITHIN

MIRJANA

How do we find gratitude amidst the hardest times? What is it that calls us to seek something more? "Live Gratefully is a book dedicated to humanity, to each and every person who feels a knowing they were born to discover a deeper meaning within them"

### *Why this work matters*

My commitment to this work is deeply personal. Once you truly see the dormant potential inside people—the creativity, ideas, and brilliance waiting to be expressed—you can't unsee it. And once you see it, you also see the cost of ignoring it. Because the real cost of the status quo isn't declining performance. It's untapped potential, unspoken, unexpressed, and quietly shrinking inside people who were born for more. I know this because I lived it. There was a time when my life looked "successful" on the outside, yet inside I wasn't thriving. I felt disconnected and far from my personal best. In my published book *Live Gratefully*, I wrote about the moment everything shifted: "Mirjana, are you at your personal best physically, emotionally, and spiritually?" It was a confronting question. But the answer was even more confronting. I wasn't thriving. I was surviving. I was living on autopilot, driven by patterns formed long before adulthood, the same patterns that influence how we all work, lead, and show up. Real change didn't begin with a leadership course. It began with honesty. It began with courage. It began with looking inward.

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## *Courage to look inward.*

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### *As I wrote in the book:*

*“The greatest step toward long-term change is recognising your own dysfunction created through generational conditioning and the blueprint of the ego.” Live Gratefully*

Everything in my life began to shift when I stopped leading from pressure and started leading from a more human place. When I chose courage, openness, and authenticity, my thinking expanded. I moved from scarcity into abundance. From fear into possibilities. And because of that shift, I now know this with absolute clarity: People don't thrive under pressure or perfection.

They thrive when they feel seen, understood, and supported to grow. And this is exactly why Being Human exists. To inspire you. To strengthen you. And to help you bring more of your humanity into how you work, lead, and live. Because when people flourish from within, something remarkable happens. Workplaces strengthen from the inside out. Connection deepens, culture fortifies and potential becomes visible again.

*“Mindset is more powerful than most people realise. It can distort our reality or illuminate our potential.” Live Gratefully*

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## *The rest of my story.*

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## *Transformation rarely happens in a single moment*

But there is usually one moment that wakes you up.

For me, that moment came when I finally told myself the truth about where I was. From there, I began to see the deeper roots beneath it. How much of my life had been shaped long before adulthood by childhood beliefs, family expectations, cultural pressure, and a deep need to fit into other people's definitions of “success” just to feel seen, understood, and valued.

*“I grew up feeling invisible—not seen, not heard.” Live Gratefully*

And even then, a voice whispered within:

*“Hang in there. One day things will be different.” Live Gratefully*

And they were, not because life suddenly became easier, but because I finally began challenging the conditioning I had carried for so long. Because if we don't question our programming, we repeat it. That's why inner work isn't optional. It's the foundation for a healthier culture and a more human way of working.

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## *Legacy, and what truly matters.*

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*As my life opened up, I began to understand how deeply legacy shapes us.*

During my own transformation, support was scarce. There was no roadmap, no real guidance, and that revealed something important. There was an unmet need for genuine human transformation in workplaces. That's when my purpose became clear, and it continues to guide every part of my work today.

*"My desire is to inspire and help transform lives through education, inspiration, and support." Live gratefully*

I often think of my late father, gentle, humble, and unwavering in character. I can still see his face the day I graduated—the pride, the joy, the sense of possibility.

His message lives in me:

*"Never, ever give up. No matter what you face, keep going." Live Gratefully*

My four children, and now my grandchildren, continue to be my greatest teachers. Their love anchors me. Their belief strengthens me. And their presence reminds me that what truly matters is the courage to be your authentic self. And to act with love, kindness, and humanity.

Because when we honour what truly matters, work stops being just work. It becomes impactful. It becomes joyful. It becomes the highest expression of you.

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## *Being Human at work.*

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*As my purpose became clearer, so did something else*

Every one of us brings our human story into the workplace.

We all bring our human story to work. The strengths we're proud of and the parts we'd rather hide: doubts, old beliefs, fears, and unspoken wounds. These don't disappear when the workday begins. They show up in how we communicate, collaborate, lead, and respond under pressure. It's simply part of being human. And when we become aware of these patterns, we create space for greater clarity, confidence, and openness at work. This is how we experience the best of who we are, not occasionally, but consistently.

No matter how accomplished we are, we're all human, and that's our greatest equaliser and common ground. Yet in workplaces, we often forget this and focus on roles, targets, and performance instead of the person behind them. So today, try something simple:

**Have ONE conversation that isn't about tasks or deadlines. Find three things you have in common. You'll be surprised how quickly humanity builds trust and how trust opens the door to everything else in your workplace.**





## Practical Shift—The 10-Second Human Reset

*Before your next reaction, decision, or conversation:*

*Pause. Breathe. Ask:*

*“What would the most human version of me choose here?”*

*This simple pause interrupts old patterns and creates space for a wiser response, not the automatic one driven by pressure or habit.*

*Repeated consistently, it reshapes how you show up in your work, your leadership, and your connections.*

**Small pauses create big shifts. Old patterns break. New possibilities open.**

## Real-Work Examples

### Feedback—Reacting → Growth

Old Pattern: You rush into feedback with frustration or urgency; conversations become tense.

**Human Reset: Pause. Breathe. Ask.**

“Can we walk through this together? My goal is to support you.”

By pausing first, the conversation shifts from reaction to partnership. Shared ownership, safety, and the conditions for real growth and clarity emerge.

### Defensive—Protecting → Connecting

Old Pattern: Someone questions your idea or approach, and you feel the urge to defend, justify, or shut down.

**Human Reset: Pause. Breathe. Ask.**

“I appreciate you raising that. Can you tell me more about what you’re seeing?”

By pausing first, the conversation shifts from protection to connection. Curiosity replaces defensiveness, and the conversation becomes collaborative instead of confrontational.

### Pressure—Shrinking → Expanding

Old Pattern: A fast deadline or high-stakes moment pushes you toward the option that feels safest rather than the one that feels right.

**Human Reset: Pause. Breathe. Ask.**

“What decision reflects the leader I want to be, not just the pressure I feel right now?”

By pausing first, the moment shifts from fear to alignment. Integrity replaces urgency, and decision-making becomes clearer, stronger, and more expansive.



# *BEING HUMAN IN ACTION*

## *building more trust*

### **Controlling → Trusting**

Old Pattern: You step in to “fix” or take over work because you’re worried it won’t be done the way you would do it.

### **Human Reset: Pause. Breathe. Ask.**

“What if I trusted their judgment and supported them instead of stepping in?”

When you choose trust over control or micromanagement, something powerful happens. Autonomy, one of the core psychological needs for human flourishing, is activated. And when people feel trusted, they feel valued. When they feel valued, they take ownership. And when they take ownership, performance, collaboration, and connection grow.



*“The future belongs to those brave enough to bring their humanity to work. Until next time, let your humanity lead.”*

— MIRJANA