

BEING HUMAN

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



Hello again, I'm grateful you're here.

BY MIRJANA BOZNOVSKA

This time of year gets loud. New Year. New goals. New you. But if you've ever started January full of momentum and hit February feeling discouraged, you're not alone. Research shows around 80% of New Year's resolutions run out of steam by February. And the problem isn't you. It's the approach. Because the way we've been taught to make change isn't sustainable.

Most resolutions are outcome-focused. They ask, "What do I want to achieve?" But they rarely ask, "**Who do I want to be?**" At work. At home. In relationships. In the way I speak to myself. And even more powerful, "**How do I want to feel this year?**" More calm? More joy? More freedom? More purpose? More connection. Because when you build your year around **being**, not just **doing**, everything shifts. Your choices become easier to sustain. Your habits feel more aligned instead of forced. And your growth becomes more human.

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Why New Year's Resolutions Run Out of Steam?



Real Talk: Most New Year's resolutions don't "fail" because you're lazy. They run out of steam because they ignore what's happening underneath the surface. Most people try to change behavior without changing the belief system that is driving that behaviour.

Your brain is wired to do one job exceptionally well: keep you safe. So when you set a new goal that challenges your comfort zone, identity, or routine, your nervous system reads it as a risk. And as we know, risk triggers resistance. Even if the goal is good.

That's why so many people start strong and then suddenly feel tired, distracted, unmotivated, or "off track." It's not weakness. It's biology. And when your goals fight your biology, they won't last. The key is aligning with your biology, by shifting the beliefs that drive behaviour.



YOUR BRAIN LOVES THE FAMILIAR

Familiar = safe.

Unknown = threat.

So when change feels hard, it's often because your brain is trying to protect you from:

- failure
- judgment
- disappointment
- discomfort
- not being good enough

Which is why under pressure we don't rise to our goals. We default back to what feels familiar.



Your brain loves predictability. And here's what most people overlook at work: sustainable change doesn't start with behaviour. It starts with what's driving the behaviour. Your beliefs shape how you think. Your thinking shapes how you feel. Your feelings shape how you work, lead and live. And that shapes the outcomes you repeat. So when you set a work goal in January, "I'll be more confident," "I'll speak up," "I'll manage my time better," or "I'll stop overworking," you might be trying to change the surface...without shifting what's underneath.

Your Brain Loves Predictability.

Many intentions fade the moment the inbox fills, the deadlines hit, or stress rises, not because you lack discipline, but because the belief underneath stays the same.

And that predictability is shaped by your beliefs.

So if the belief underneath is...

- "I'm not good enough,"
- "I have to prove myself,"
- "Rest is lazy,"
- "If I slow down, I'll fall behind,"
- "I can't trust people,"
- "I have to control everything,"

...then no matter what goal you set, your behaviour will keep looping back to the belief. This is why willpower doesn't last. And why pressure doesn't create change. Real change happens when the belief shifts first. Then behaviour follows naturally and becomes sustainable.



Beyond the Illusion: Make a Fresh Start

Don't just set goals this year, build a foundation that lasts.

Every year, January 1st arrives with the seductive illusion that a new calendar date magically erases our old behavioural patterns. We pick ambitious resolutions, "I'll work out daily," "I'll stop scrolling social media," but these goals often fall short because they address the symptom (lack of fitness, procrastination) and ignore the source.



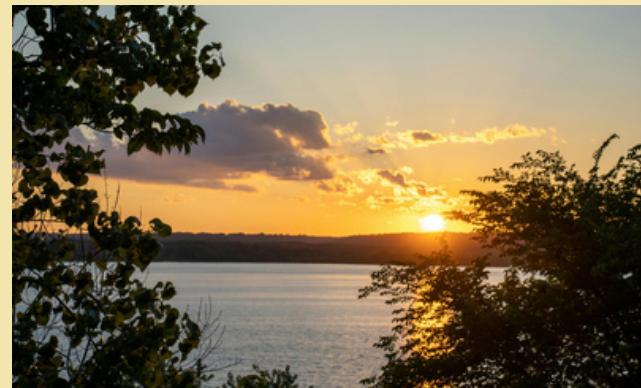
The truth is, your resolution isn't about the gym or the scrolling; it's about the emotional resistance that stopped you last year. Without addressing the underlying fear or discomfort, your new plan is built on sand. If your resolution involves changing a deeply ingrained habit, you must first be emotionally honest about why you protect that habit. For example, if you want to stop scrolling endlessly, the honest answer might NOT be "I lack discipline," but "scrolling is how I avoid feeling lonely."



If you want to start exercising, the honest answer might be "I'm scared of feeling judged or inadequate at the gym." Resolutions fail when they demand action without first understanding the emotional defense mechanism that the action is meant to replace. Emotional honesty is NOT about self-punishment; it's about self-compassion.

Instead of saying, "I will be perfect this year", a truly honest resolution starts with acceptance "I am out of my comfort zone, and I'm willing to commit to understanding why that is." This shift from judgment to curiosity is a game changer. When you treat yourself with kindness and curiosity, you don't shrink after a setback. You adjust.

You keep going instead of letting a setback trigger shame that makes you quit. Because your reaction is determined by your emotional foundation. If your foundation is shame ("I knew I couldn't do this") you quit. If your foundation is emotional honesty ("Ah, I slipped because I was highly stressed and hadn't planned for dinner") you learn and grow.



End Goals Versus Means Goals

End goals focus on the outcome. But they don't tell your brain how to *live*. And when life gets real, when work gets busy, stress hits, your energy drops, or you feel overwhelmed, your brain will default to what feels familiar. So you don't run out of steam because you're undisciplined. You struggle to sustain it because you're trying to change your actions... without changing what's driving them.

Means goals focus on the experience and the identity you're building, not just the outcome. They ask, "Who do I want to be... even when life gets loud?" Because that is what decides your year. Not January 1st. It's the moment you're tired. Triggered. Scared. Feeling behind. That's when your beliefs take over. You can't change your behaviours long-term without updating the beliefs underneath them.

End Goals (Outcomes and Destination Driven)

End goals are about the final destination. The external win. The measurable result. And while they can be exciting, they're often fleeting if there's no inner foundation holding them.

They sound like:

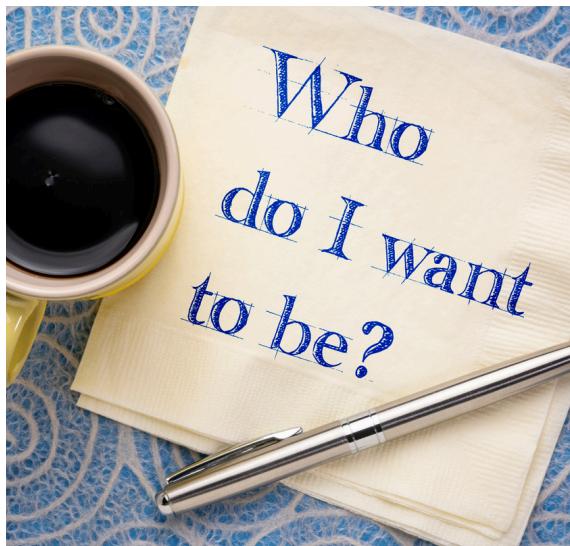
- "Get promoted."
- "Lose weight."
- "Build muscle."
- "Start a business."
- "Write a book."
- "Hit my KPI's."
- "Make more money."
- "Grow the team."
- "Buy a car/home."
- "Get in a relationship."
- "Stop procrastinating."
- "Grow my LinkedIn."

Means Goals (Identity & Experience Driven)

Means goals are about the person you are and becoming. How you want to live, lead, and feel while you work toward your goals. They build the inner foundation, making the goal sustainable.

They sound like:

- "I will lead with calm, even under pressure."
- "I will speak with clarity, not people-pleasing."
- "I will choose connection over control."
- "I will honour rest without guilt."
- "I will work and live from alignment, not pressure."
- "I will value progress, not perfection."



The 10-Second Identity Check-In

When life gets busy and pressure rises, you don't rise to your goals. You fall back to your identity and beliefs.

That's why the most powerful question isn't "What do I want to achieve?" It's: Who do I want to be in 2026?

Here's a simple daily check-in:

Breathe. Then ask: "What would the version of me I'm becoming choose right now?"

This tiny pause breaks autopilot and brings you back into alignment. Because every moment is a choice between old conditioning or future self: "What legacy do I want to leave?"

Real-Work Examples

The Confident Leader

End Goal: "I want to be a more confident leader."

Means Goal: "I will be a leader who chooses courage over comfort and who speaks with honesty and care." Confidence isn't a personality trait. It's a relationship with yourself. And it grows every time you act in alignment with who you want to **be and how you feel**.

The Difficult Colleague or Relationship

End Goal: "I need to stop getting triggered by them."

Means Goal: "I choose to stay grounded under pressure and respond with self-respect, not reactivity." That shift changes everything. Instead of trying to "fix them", you start leading yourself. And that's where your power is, **shifting your experience**.

The High-Performance Team

End Goal: "We need to lift performance."

Means Goal: "We want to create a team culture where people feel safe to be honest, take initiative, and learn." Because performance rises naturally when people feel trusted and supported. Means goals build the environment where **results become sustainable**.

The Burnout Cycle

End Goal: "I need better work-life balance."

Means Goal: "I will honour my energy, set boundaries without guilt, and not earn rest through exhaustion." Because if your belief is that rest must be earned... you'll always default back to overworking, no matter what your goal says. **Shifting beliefs creates change**.

The Promotion

End Goal: "I want to get a promotion this year."

Means Goal: "I will lead with integrity and ownership, communicate with clarity, and speak up even when it feels uncomfortable." Because that is what makes you promotable, and your **growth becomes the win**.



BEING HUMAN IN 2026

intentions that actually sustain you

Every year, you get a choice. You can step into the next one on autopilot, or you can pause, reflect, and take responsibility for how you've been showing up. Most people skip this part. They carry the same patterns, the same habits, and the same outdated beliefs into a new year and hope for a different outcome. This year, what if you choose intentions that guide how you want to feel, not just what you want to achieve?

This is your interrupt. A moment to pause, get honest, and see the year you actually lived. What stretched you? What shaped you? What drained you? What energised you? What belief held you back? What are you ready to leave behind? And what new belief will support the work and life you want to experience?

Because clarity doesn't come from rushing into goals. It comes from reflection and the intentions that unlock new choices.



“The people who sustain momentum in 2026 aren’t the ones who push harder. They’re the ones who create space first. Until next time, let your humanity lead.

— MIRJANA