



RETHINK  
REIMAGINE  
THRIVE

mcreative npixel

# 7 Keys to Transform Your Life & Business

Steve Roberts, Moonpixel Creative

An aerial view of a city skyline at dusk, featuring numerous skyscrapers and buildings. The sky is a mix of blue and orange, suggesting sunset or sunrise. The text is overlaid in a large, bold, white font.

**WHENEVER YOU SEE A  
SUCCESSFUL BUSINESS,  
SOMEONE ONCE MADE A  
COURAGEOUS DECISION.**

**PETER DRUCKER, MANAGEMENT, CONSULTANT AND EDUCATOR**

- Foster a **unifying vision** that integrates well with a spirit of **openness** and **curiosity**.
- Foundations will **empower** you to not only succeed but **thrive** in this increasingly uncertain world.
- The best business ideas always involve solving a problem—then **be a service of kindness**, with an ability to guide, direct and help others.
- Look for the **personality** you want your brand to have. Then build a **culture of cooperation**, rather than ego-driven competition.
- **Consistency** is absolutely critical—from business cards, the web, to social media. Continue creating **killer content** that is clear, concise and compelling.
- **Acknowledging the good** that you already have in your life is the foundation for all abundance.  
(Eckhart Tolle)

1

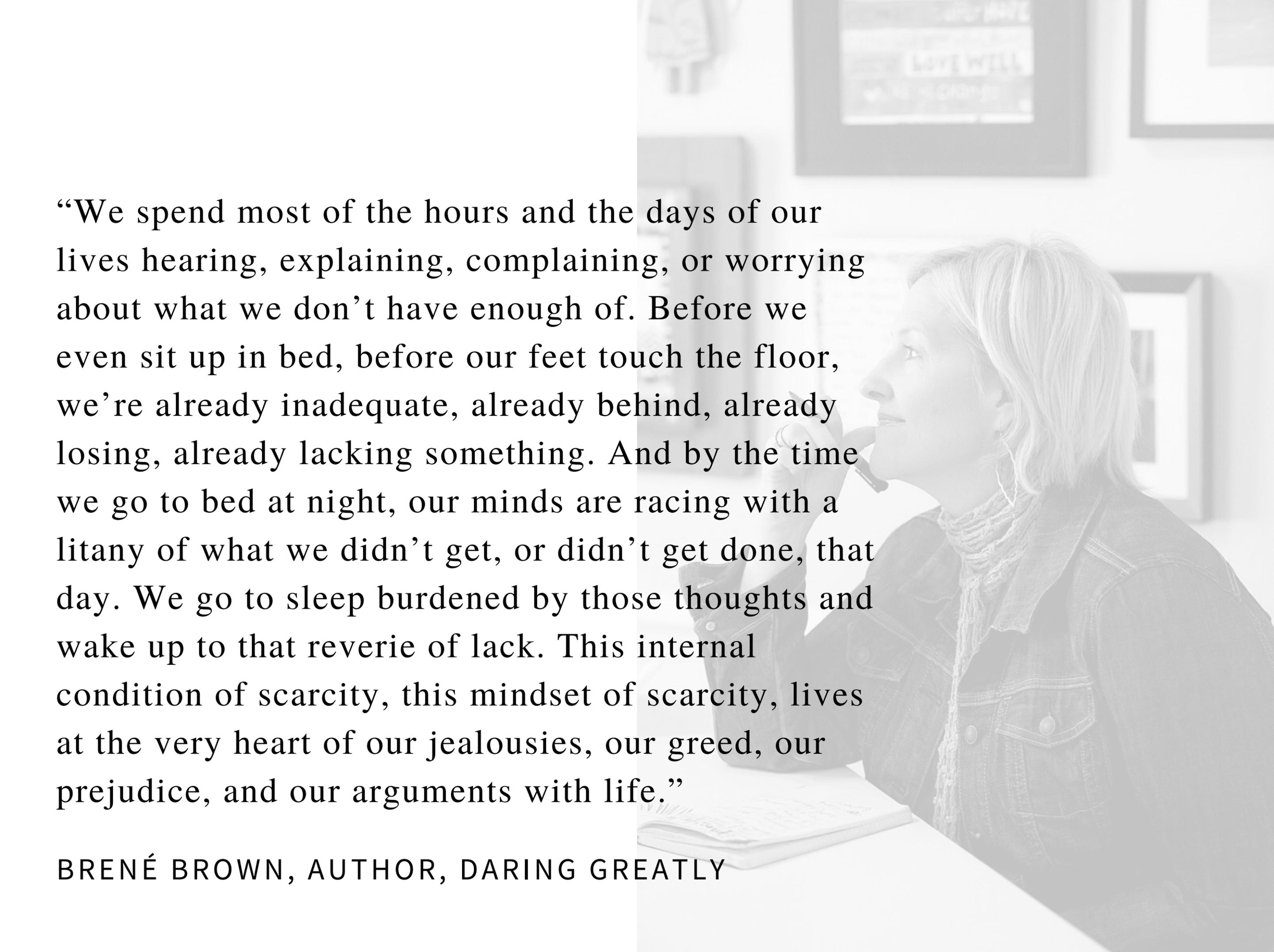
I CHOOSE TO  
**STRENGTHEN**  
MY FOUNDATIONS

- Leadership is **not about popularity**, power, showmanship, or skill in long-range planning.
- Find a **mentor** to encourage, challenge and inspire you. **Read & listen**. Perhaps some of your best mentors will be in book or audio form—you might never get to meet them physically. Never stop learning.
- Leadership is simply the **accomplishment of a goal**. Don't become overly complicated—you and your team should not suffer from vertigo!
- Remember that before you are a leader, success is all about growing yourself (Jack Welch)
- Lead by **influence**, don't manage by position.
- **People don't need to be managed; they need to be unleashed.** (Richard Florida) Listen more. Lead by example. Inspire. Facilitate, Support. Encourage.
- Leadership can be lonely if you let it be. Remember to incorporate physical **wellness, mindfulness and social connection**.
- "It is a curious thing, Harry, but perhaps those who are best suited to power are those who have never sought it." (JK Rowling)

2



I CHOOSE TO  
**LEAD**  
WITH COURAGE TO INSPIRE

A woman with blonde hair, wearing a denim jacket and a white scarf, is sitting at a desk. She is looking to the right with a thoughtful expression, her hand resting on her chin. In front of her is a laptop and some papers. The background is a blurred office or study area with framed pictures on the wall.

“We spend most of the hours and the days of our lives hearing, explaining, complaining, or worrying about what we don’t have enough of. Before we even sit up in bed, before our feet touch the floor, we’re already inadequate, already behind, already losing, already lacking something. And by the time we go to bed at night, our minds are racing with a litany of what we didn’t get, or didn’t get done, that day. We go to sleep burdened by those thoughts and wake up to that reverie of lack. This internal condition of scarcity, this mindset of scarcity, lives at the very heart of our jealousies, our greed, our prejudice, and our arguments with life.”

BRENÉ BROWN, AUTHOR, DARING GREATLY

- People do not want to just read about your vision and values but **experience** them.
- Cultivate **trust, transparency, and honesty**.
- Establish strong **communication, integrity and vulnerability**—each strengthens the other.
- Being a good leader is a delicate mix between **confidence and humility**.
- **Future-based thinking**—things can shift quickly, and the willingness of any business to adapt is crucial.
- Have you ever seen someone succeed and feel immense joy for them? Have a **genuine interest** in another person's success, not just your own.
- Strengthen **abundance mindsets**, not those of scarcity and lack. This type of energy is infectious.

I CHOOSE TO  
**PRIORITISE**  
RIGHT MINDSETS

- Reach deep into your own experience, knowledge, and passion to **answer the most pressing questions** in your niche.
- Thought leadership is the essence behind a successful content marketing strategy—**lead the way** in how people think about a specific topic, niche or product.
- Know your ‘stuff’—then bring original, innovative ideas to shake the status quo.
- Entrepreneurs (and solopreneurs) all have something in common—they **dream of a different future** and share that future with the world.
- Love your ‘tribe’ (customers, staff, followers, those on your email list...) and position yourself as the expert you are. Always **evolving**, always **growing**, always **learning**.

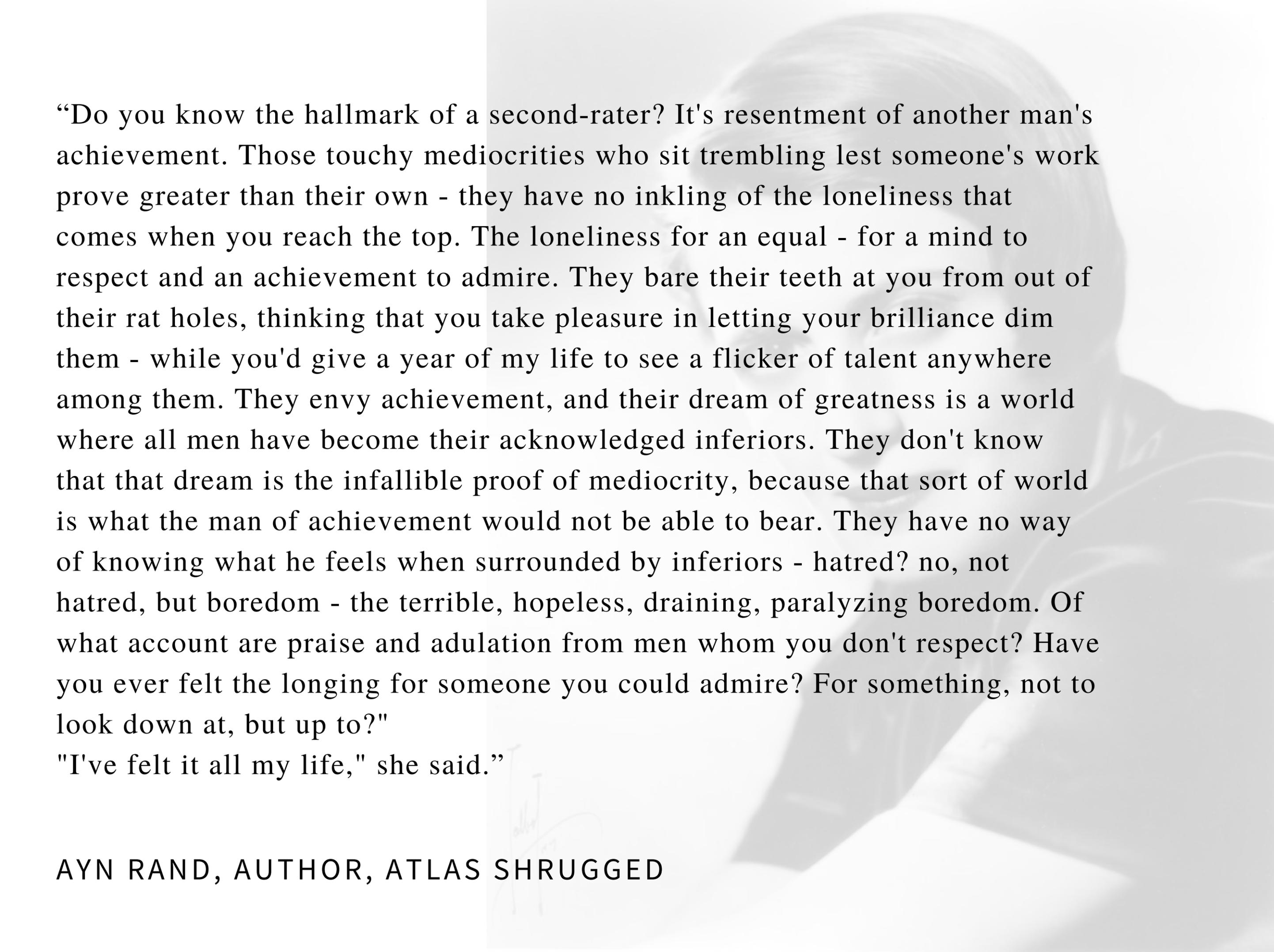
4

I CHOOSE TO  
**DREAM**  
A DIFFERENT FUTURE

- Experiencing any form of **financial freedom** seems as fast as a three-legged donkey building the pyramids on a snowy day—but you are not planning to fail, are you!
- We all want our ‘cups-to-run-over’—**to experience an overflow**—so don’t go around thinking it will never happen. What if it did? Imagine that!
- **All things are possible**—no more thinking not enough, barely enough, or just enough. What if the universe **lavishes you** with good things for a change?
- You don’t want to be always under the gun. Always owing money. Always being selfish, perhaps even a little irresponsible. Start to **believe that things can be different**.
- Remember **prosperity is not just finances**—it touches every area of life: wellbeing, health, relationships, spirituality, and attitudes. What if **abundance in life** IS possible?

5

I CHOOSE TO  
**DREAM**  
A DIFFERENT FUTURE



“Do you know the hallmark of a second-rater? It's resentment of another man's achievement. Those touchy mediocrities who sit trembling lest someone's work prove greater than their own - they have no inkling of the loneliness that comes when you reach the top. The loneliness for an equal - for a mind to respect and an achievement to admire. They bare their teeth at you from out of their rat holes, thinking that you take pleasure in letting your brilliance dim them - while you'd give a year of my life to see a flicker of talent anywhere among them. They envy achievement, and their dream of greatness is a world where all men have become their acknowledged inferiors. They don't know that that dream is the infallible proof of mediocrity, because that sort of world is what the man of achievement would not be able to bear. They have no way of knowing what he feels when surrounded by inferiors - hatred? no, not hatred, but boredom - the terrible, hopeless, draining, paralyzing boredom. Of what account are praise and adulation from men whom you don't respect? Have you ever felt the longing for someone you could admire? For something, not to look down at, but up to?”

“I've felt it all my life,” she said.”

AYN RAND, AUTHOR, ATLAS SHRUGGED

- **Do not let your fire go out!** Do not settle for mediocrity.
- Here is the quote again from Ayn Rand “Do not let your fire go out, spark by irreplaceable spark in the hopeless swamps of the not-quite, the not-yet, and the not-at-all. Do not let the hero in your soul perish in lonely frustration for the life you deserved and have never been able to reach. **The world you desire can be won.** It exists.. it is real... it is possible... it's yours.”
- **Beware of cynicism**, for it is that which passes for insight among the mediocre. Be impatient with your negativity. Not everyone has the right to speak into your life, including you.
- In the **Republic of Mediocrity**, genius is dangerous, and its generals of idleness and fear will soon seek to rule your head.
- There's little value in feeling sad, angry or envious of others' success. “Practice *vicarious joy*—being happy for the success of others can put your own life in perspective.” (Marvin Marcano)

6



I CHOOSE TO  
**SHINE**  
AND PRACTICE JOY

- Look for **giving opportunities**, adventures in philanthropy, of paying-it-forward. Become that unexpected kindness in a stranger's life. **The difference we can make is phenomenal.**
- Allow your creativity and energy to return. **Imagine a future where you have abundance**, allowing that abundance to flow through you to others.
- Pursue a **higher calling**, rather than the mad rat race for more \$1000 bills. Rethink wealth. Reimagine life and business. Thrive to be a blessing—and **you can start today.**
- You've been given **ability, insight, talent, wisdom**—no matter how little you THINK you have—that deposit (a seed of greatness) inside you can grow. You were meant to thrive!



I CHOOSE TO  
**RETHINK**  
REIMAGINE AND THRIVE

# TALK TO YOURSELF

what if the line between  
failure and success can come  
down to something as simple  
as self-talk

# WORDS HAVE POWER

We all talk to ourselves.

Some more than others, but we all do it. Every day, silently in our mind's shadow, our thoughts are chatting away. Other times they break out of their chattels, and with a bold display of verbal theatrics, reveal our innermost feelings.

Start monitoring your self-talk and challenge those negative thoughts. **Let the words that come out of your mouth be life-changing words.**

It might not seem like much, but the way we speak to ourselves has a **huge impact** on our self-esteem, motivations, confidence, expectations, and ultimately circumstances.

And from a neuroscience perspective, self-talk may be considered an **internal remodelling** of sorts. It's all part of the journey to thrive—to rethink, to resay (i.e. respeak), and to reimagine.

Awakening to your extraordinary future could be as simple as what comes out your mouth...

**What am I saying to myself? LISTEN**  
**Would you speak that way to a friend? CHALLENGE**  
**Instead of speaking defeat, speak victory. CHANGE**



Through the words you use to describe yourself, the actions you take to care for yourself, and the choices you make to express yourself. Tell the world you are a one-of-a-kind creation who came here to experience wonder and spread joy

VICTORIA MORAN, AUTHOR, LIT FROM WITHIN

**visitmoonpixelcreative**

[www.moonpixel.co](http://www.moonpixel.co)