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## What's Your Moonshot?: Future-proof yourself and your business in the age of exponential disruption

by John Sanei

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### 42 Highlights

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Highlight (Yellow) | Page 1

On the 25th of May 1961, American president John F Kennedy addressed Congress, telling them that he believed the United States should set itself 'the goal, before this decade is out, of landing a man on the Moon and returning him safely to the Earth'. Kennedy's vision became known as the 'Moonshot', a bold move into the future without a clear path to follow. Much of the technology required had yet to be invented; Kennedy didn't know how they would get to the Moon exactly, just that they could and would do it if they committed fully as a nation. On the 20th of July 1969 Kennedy's vision became a reality when Neil Armstrong and Buzz Aldrin walked on the lunar surface. The Moonshot had worked.

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It was startling when John confronted me with a fact that is included in this book. In three short years, in 2020, estimates are that 50 percent of the workforce in the United States will be freelancing. The way my country does business has been disrupted and soon will be radically different to what it was only a generation ago.

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Success is not necessarily a single, awe-inspiring victory. Small, bite-sized victories are just as valuable as the major milestones that you set out to achieve.

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At the age of thirteen I got my first job packing groceries at our local supermarket. They paid me R3.20 an hour. I used to go to school on a Monday and listen to everyone talk about the latest videos they had watched over the weekend, but I could never join in on the excitement because we didn't have enough money to buy a video machine. I started working after school and on weekends, eager to earn money. After saving my first two salaries, I was able to buy a video machine.

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Over the course of two years, I dropped from being a multimillionaire with a portfolio of assets at the age of twenty-eight to a man with nothing. All of it was gone. I lost my fancy wheels and my fancy house and moved

into my friend's second bedroom, penniless and car-less. My early thirties were rough years for me; I had lost my personality along with my bank balance.

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The old adage of, 'If it's not broken, don't fix it' does not withstand the test of time. Nothing is unbroken forever – something always eventually breaks or is 'disrupted'. Why? Because consumer needs and behaviours are constantly changing – and never in human history has the change been as rapid as it is now.

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Since the days of my Agha-joon, things have sped up at such a rate that we have to be watching new trends on a continuous basis, because there could be a disruptor coming along to knock us off our pedestal at any moment.

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The minute I steered my emotional space towards success, welcoming money without anxiety and focusing on self-forgiveness and my own self-worth, things took off.

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Right now, my work is very much based on my not getting out early and I am advocating that 'Work is more fun than fun'. People have this idea that fun is about playing a game of bats on the beach or having an ice cream – and those are great activities. But for me, being on stage and talking to a thousand people is just as enjoyable.

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Highlight (Yellow) | Page 37

Since discarding my victim mentality and picking myself up, I have become far more accustomed to practising the long game in business (and in my personal life); it is easier, it is calmer, and the decision-making process is not as pressurised. In the past, I would give myself finite deadlines and instantly become tense in any given situation. Even the word 'deadline' creates a gloomy atmosphere as we try to squeeze our energy into getting somewhere as quickly as possible. Watch cricketers play a five-day Test Match: they are calm, they have a strategy on day one, and on day three they have another plan; they know they must be patient and adaptable.

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Yogi Bhajan, the spiritual guru who introduced Kundalini yoga, among other things, to the United States, said: 'If you want to learn something, read about it. If you want to understand something, write about it. If you want to master something, teach it.'

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The best strategy, I have found, is to become aware of which voice is talking to you. Maintain a constant vigilance. The doubting voice might never disappear entirely but it can be soothed, and over time you can

transform it into a new voice, as you move from being a victim to being a combination of victim and victor, and eventually to adopting a victor mindset.

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In her book, *Mindset: How You Can Fulfil Your Potential*, Dr Carol Dweck writes, 'The view you adopt for yourself profoundly affects the way you lead your life.'

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As victims, we try to prove, but as victors, we try to improve.

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Do yourself a favour and take some time to listen to your internal conversations. What tone do you use? Is it a friendly dialogue or are there harsh, self-shaming expletives involved? Ask yourself if you would speak to your best friend the way you speak to yourself.

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I came to realise that when people are nasty to others this is often just a projection of the conversation that is happening inside their heads: it's derogatory and self-abusive.

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I had tricked myself into thinking that because no-one could hear my internal voice, I could just mask it with effort and eventually success would be mine.

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Self-acceptance starts with acknowledging that you cannot be perfect in everything, but you can be perfect in your own way.

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You have your good and bad bits, your positives and negatives, and you need to accept and embrace them for what they are to achieve your maximum power.

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I believe it's far more important to accept that not everybody is going to like you, and that seeking everyone's approval will ultimately hinder your own self-approval. Stop trying to get people to like you and just be who you need to be.

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We need to challenge ourselves by taking a long hard look at the typical victim traps and honestly recognising whether or not we have succumbed to them in the past.

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The Martyr Victim Martyr Victims possess the following key traits. They – 1 sacrifice personal ambitions in the perceived belief that others are benefiting as a result; 2 resent the sacrifices they have made in servitude of others; 3 find solace in playing a role they believe is akin to martyrdom; 4 publicly proclaim/advertise their own sacrifices; 5 are easily dominated or bullied into thinking they are inferior; 6 feel painfully sorry for themselves and blame themselves or others; 7 make their apparent beneficiaries aware of the sacrifices they have made; 8 can be passive aggressive and easily ‘disgusted’ by people or situations.

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The Arrogant Superior Victim Arrogant Superior Victims possess the following key traits. They – 1 shamelessly bully, control and berate others; 2 are angry about factors that apparently prevent their own greatness; 3 passively deal with issues; 4 prefer conflict over diplomacy; 5 use blame as a tool to justify and mask feelings of inferiority; 6 find solace in blaming extraneous factors for their misfortune; 7 are constantly on the defensive and mask this behaviour as a form of attack.

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Arrogant Inferior Victim Arrogant Inferior Victims possess the following key traits. They – 1 are easily threatened by those who are perceived as superior in comparison to themselves; 2 defend their own position and inferiority in order to feel secure; 3 are quick to deem opinions of others as ‘nonsense’ when they don’t fit into their own opinions; 4 find comfort in the apparent faults of others; 5 often give up before they have even started; 6 are unlikely to ever read a book like this or take in any new and fresh perspectives.

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A victor is someone who doesn’t take things personally. For me, that’s one of the strongest traits of the victor mindset. The world is not out to get you, so don’t let a setback get you down. When we are victors we see opportunity everywhere, and if we hear a knock on the door we’re not afraid to answer it. If it doesn’t work out, that’s okay, because there is another door just around the corner. But note: there’s a difference between listening to the knock on the door and getting up and going to answer it. A victim will conjure up the effort to predetermine that they are going to be turned down. That way, when they are in fact turned down, they can say, ‘I told you so.’ The victor, on the other hand, will say, ‘No problem. Next?’ It’s such a simple example of the choice we have. Someone else’s opinion of us – or being turned down – doesn’t matter when we are just moving from opportunity to opportunity.

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The lesson here is that the belief of being a victor is greater than the feeling of being entitled to victory.

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victors. So when we are being told we are inadequate, how do we deal with it? If we are dealing with it by thinking, 'I am entitled to be however I want to be without criticism!' we are being victims. If we are victors who are comfortable with being overweight, then comments about our physique are like water off a duck's back. However, if we see room for improvement, we go ahead and make some changes, because we believe that we can. We believe that we are – or can be – the best version of ourselves.

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Victors possess the following key traits. They – 1 see and find opportunities everywhere; 2 don't rely on their outside projection to the world (or image) to secure their worth; 3 focus on success, not failure; 4 move through the world with irreverence and a sense of humanity; 5 see everyone as equals.

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There are three ways in which we can look at the world: being judged, judging or seeing everyone in the world as an equal.

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I think the hardest part of buying into the victor mindset is the idea of seeing everyone as an equal. If you are in a leadership position, or you are a business owner, you tend to command a certain amount of power. This power is not something that makes you perceivably 'equal' to others.

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Interiority noun: the quality of looking inward; the ability to look at everyone as an equal, rather than from a point of superiority or inferiority – important for inner character and reflection Equanimity noun: mental composure, particularly the retention of power and poise when faced with adversity – important for holding an objective outlook and controlling the influences of the external world

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We should avoid considering other people as good or bad because that means we are judging ourselves as either being good or bad in return. When we spend time judging others – or ourselves – we end up dispersing our energy and power. When nobody around us is good or bad and we withhold judgement of others, we gain true power – and empowerment.

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The Victor Toolset Things to remember if you want to be a victor: 1 Follow your highest excitement. 2 Show up with maximum enthusiasm. 3 Know what sort of outcome you want. 4 Let go of the exact picture of how it needs to turn out, and trust the process. 5 Catch yourself when you complain. 6 Catch yourself when the voice in your head starts talking 'superior' or 'inferior' nonsense.

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Irreverence noun: lack of respect for people or situations that are usually taken seriously; positive trait when used to bypass negative opinions and thoughts – the ultimate superpower when used positively

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Irreverence allows you to laugh off the question, tell a joke, change the topic, talk about something that's genuinely interesting. Irreverence can therefore also indicate that we don't buy into social constructs that become obstacles in our pursuit of victor habituation. This may smell an awful lot like arrogance, but there is a difference between being irreverent and warm (confident), and irreverent and cold (arrogant).

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Charisma consists of three characteristics: presence, power and warmth.

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THE 3 RS OF CHANGING MINDSET HABITS The 3 Rs are: Reminder, Routine, Reward. Let's look at them in more detail before implementing action plans to bring them into our lives. (Note that the starting point for action is, in fact, the final R – Reward.)

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1 Reminder The reminder is the start of the change: it is the out-of-the-ordinary alert telling you to enforce a new habit (which becomes a routine).

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3 Reward Well done. You've worked out your cues and set your reminders, and you've started new routines that are delivering results. Now: reward yourself! As soon as you accomplish one of your goals, you need to pat yourself on the back and feel good about it. Victims believe that self-reward is a bad idea, but victors know that anyone deserves reward for success, including themselves. The very act of successfully changing a negative routine is worthy of a reward.

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Identifying the reward that satisfies your bad habits is just as important as identifying the cue that triggered it. Similarly, your new habits must have clear reminders and clear rewards.

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The questions you should be asking yourself as we head towards the end of the chapter are: 1 Am I inferior, superior or interior? 2 Am I a victim or a victor? 3 Am I feeling entitled or do I believe in my own worth? 4 Am I going to create?

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Steve Jobs said it perfectly: 'We can't connect the dots looking forward; we can only connect them looking backwards. So we have to trust that the dots will somehow connect in our future.'

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