



Be confident in your uniqueness and find your bliss

“All big things in this world are done by people who are naive and have an idea that is obviously impossible”

~ Charles Hamilton

Conventional “business viability” wisdom dictates that our ideas be unique in order to set us apart from everybody else in the market. “You can’t duplicate what’s already out there” I’ve read and heard. I agree. To some extent. But here’s where I’ve been having a rethink about this conventional wisdom, for starters, it is a fallacy to believe that there is an original idea out there. Because of this conventional wisdom, I am now of the view that people’s freedom to think creatively and authentically has been stifled. Ideas, literally, have a life of their own and visit the imaginations of the billions of people who inhabit this planet literally every single second. I believe that people are daily, consciously and unconsciously, trying to solve the world’s problems but most potential solutions will never get to see the light of day for various reasons. But, that’s a topic for another day. Richard Branson may not even have been the first person to ever imagine a future of galactic space travel.

But he’s not a Sir for nothing; he’s simply a phenomenal visionary and entrepreneur as we all know. Dozens of other companies, including Elon Musk’s Space X, are already vigorously securing their own slice of the space travel market. In my experience, those “others” who follow a trail that’s already being blazed usually have their fair share of detractors who may say things such as, “find another idea, Branson has already thought of that.” That limited thinking is doing all of us a disservice I now believe. We are where we are today because of the uniqueness of each human being and the unique spin that each idea has. If given room to flourish, and depending on the human vessels that they have visited, these ideas are what will advance our workplaces and institutions, our communities, countries, and indeed, the entire world.

The space travel industry is actually relatively huge. Granted, many projects are in the proposal and developmental stages and some, according to my research, have already been cancelled, but I was astounded to read about the depth of this fascinating sector.

Within it, there are many sub-sectors involving all types of innovators, dreamers and believers. Virgin Galactic and Space X barely scratch the surface. Being a shameless, outright copycat is something else entirely and I’m not interested in that. What I’m suggesting is that genuinely generated ideas, based on inherent talents, passions and interests can never be exactly the same. So telling people to find an idea that nobody else has on the entire planet is actually ridiculous.



Reaching for, and consistently living, your highest purpose and fully inhabiting the unique individual that God created you to be will automatically set you apart from anyone else.

There's a unique, elusive-to-define-and-pin-down ingredient in the Divine Mix that constitutes YOU that will ensure that your ideas, and the thinking processes that generate them, are not exactly the same as the next person's. So I would like to encourage all you RockStars (sic) out there to fully inhabit YOU. Do you and don't worry too much about other people.

I recently had a conversation with friends which actually inspired this piece. Our conversation centred on a stand-up comedy routine doing the rounds on social media. One of my friends wrote a text to the group and observed that there really is nothing original on planet earth, "even the greats recycle jokes!" he exclaimed. He had apparently heard this one specific joke many times before from others but each time with a different twist, and he concluded that what makes it work every time with these different comedians is the timing and delivery. Your unique timing and delivery is what will make your career as a comedian. That basic principle applies to just about every productive human endeavour out there I believe. There's space for all of us under the Sun. So focus on getting to know the real you and your natural talents and strengths and follow your passions and achieve your desired outcomes.

Build the life of your dreams.

Nobody else who has lived, is living, and is yet to live on this planet, will ever be or replicate you. Be confident in your uniqueness and pursue your authentically generated ideas. They came into your consciousness for a reason.