

STAR

CENTRAL

AACTA'S 2022

StarCentral
magazine's
AACTA's
2022 coverage

January 2023

A tete-a-tete with the Guru of Guru's

Gurugi
SHRII ARNAV

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Guruji Shrii Arnav

Get to know the acclaimed spiritual guru and world-renowned Astro gemologist.



AMBN

AUSTRALIAN MILLIONAIRES BUSINESS NETWORK



OPENING REMARKS



Happy New year, everyone! Looking back on 2022, there were some tough times, starting with the challenges that COVID-19 brought. As hard as it was at some stages of my life, I'm still thankful for the tough times because these trials and difficulties prepared me for a new year of greater fruitfulness.

I definitely have so much to be thankful for this year, and as we welcome 2023, I want to thank God for all the blessings to my family and me. For the strength, he gives me each day and for all the people around me who make life more meaningful. Here's a toast to the future, a toast to the past, and a toast to our friends, far and near. May God bless your family with prosperity, good health, and happiness in the New Year.

Mike Hagan
Managing Director

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EDITORIAL

Editor-in-chief
Victoria Cruz

Managing Director
Mike Ilagan

Marketing Director
Joselito Ilagan

Advertising Manager
Krissy Anderson

Photographic & Art

Kevin Gomez, FIN Photography, Ash Narayan, James Mao, Brooke B, Tony Palliser, Dave Choo, George Azmy, Eric Fonacier, Raphael Flores, Thang Villanueva

Marketing

Alex Abella, Eileen Maynigo, Barnes Luz, Jason Harris, Lovely Washington, Charles Chan, Albie Pri, Joshua Hu, Annabel Garcia, John Esquerro, Michelle Palmer,

Writers & Contributors

Anjelica Whitelaw, Shiwani Gurpah, Renae Smith, Holly Phillips, Charles Chan, Scott Murray, Vanessa Jensen, Leanne Harrison, Patricia Higgins, Judy Flynn, Angie Rommel P, Christine Claire dela Pena, Dasein Catedrilla

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EDITOR'S NOTES

Seventeen years ago this month, we began asking locals to share their stories. Some made us smile, some actually shocked us, and others inspired us. But almost every single time, one story has led us to another. Thank you for your readership and for following us throughout the years. One thing is for sure - everyone has a story and their journey to follow.

On the cover of our latest issue, we welcome back Guruji Shrii Arnav - an acclaimed spiritual guru, world-renowned Astro gemologist, author, thought leader, mentor of millionaires, and the mentor of the Indian gemstone giant Gemstoneuniverse. He also won the prestigious Global Business Leader award for 2022 from Economic Times (India's Largest Business Newspaper).

This month, we also highlight the 2022 AACTA Awards. Held annually in Sydney in recognition and celebration of Australia's highest achievements in film and television, the AACTA Awards present over 55 awards across two major ceremonies.

I hope your new year shines bright like a diamond in whatever way creates peace and prosperity for you and your loved ones. God bless.

Victoria Cruz
Editor-in-chief

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SUE'S INHOUSE NAIL & BEAUTY

44 WOODLANDS DRIVE, THORNTON NSW 2322

PH: (02) 4934 2831 MOB: 0402 281 721

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STATEMENT MAKER

myrtle



Myrte Scheffer is a Dutch award-winning strategist, an international entrepreneur, coach, mentor, sister of a multi-disabled girl who is no longer physically with us, (officially former) foster mom of a beautiful teenage girl—and now she's evolving her business into a global movement where she guides (aspiring) female entrepreneurs and leaders to transform their past pain into power, to return to their true STAR within: She Triumphs Adversities and Rises.

She officially started her business back in September 2009, which was 11 years ago. She started it as early as 23 years old, and since then she has gained more knowledge and expertise as she worked with a lot of different people, on different levels, and she has seen and guided many organizations in the journey of transformation.

In between the lockdowns in September 2020 she decided to move from Holland to London to start building on her dream. Currently, she owns three companies: one in Holland and two UK businesses; all three share the same vision. However, they all serve a different purpose in achieving her higher vision: no women (young and old) ever have to feel lost or lonely again and by transforming their (past) pain into an unstoppable professional power. Not only does she guide them back to their authentic self, Myrte and her team of professionals, also assure they have the business fundamentals in place so they can create an impact in the lives of others. Everything she does is dedicated to bringing back the sparkle in the lives of, and building futures for (young) women on an identifying journey to self-discovery, self-esteem, self-awareness, self-development, independence, self-employment, and overall authentic growth by providing a wide range of online, offline and on-stage activities and enriching content.

The movement she's building is called STAR Women of Wisdom and they are only just getting started (Jan. 2021). For the next three to five years she wants to build a global brand to achieve its mission: to find, identify, enrich, strengthen, guide, connect and empower these STARS all over the world. In the meantime, she's working with her existing clients to help them to the next level so they can inspire the new stars as well.

They unite as one big Global Star Movement that facilitates them into designing their desired life, so they stop existing and start living again. The reason she's doing all of this is because she also overcame a lot of adversities and has turned them into power.

Since the movement just started, they are still in the process of setting up her websites and all her social media platforms. They are currently working really hard on those platforms because she wants to reach out and help as many STAR Women of Wisdom as possible—across the globe.

Global Millionaire magazine recently caught up with Myrte to discuss her journey to entrepreneurship and here's what went down:

When did your entrepreneurial flair first reveal itself?

As early as two years old, my flair for entrepreneurship already sparked. I remember my mom telling me that I used to pick-up the phone for my dad and give messages and knew exactly what to tell, who to call back, and what was the call about.

Then at the age of 14, I had my first job as a car polisher. I recall asking the people who work there, why they do what they do,

what's the reason they like it so much; and found myself coaching them from a really young age. I was always curious about people's intentions for working, and I already decided back then that I was going to work for myself one day.

I vividly remember whilst I had that job, that I didn't see myself as an employee. Seeing those people going to the same workplace every single day, revealed something in me that wasn't the kind of role I'm called for. That's when it started.

We also have a family business which my dad founded when I was six years old and grew into 70 employees now, so I have always been exposed to business. Both my younger brothers are in the business with all their heart, only it wasn't my path. Although I tried when I was younger, however in my family, I am the most adventurous entrepreneurial spirit and I always saw myself in a more "fluid" business.

As I said, I started my official first business when I was 24 years old in September 2009. When I was in my last year at the University, I was asked by Mercedes Benz to do a qualified market investigation for them in specific parts of the Netherlands where I lived. Since then I decided that it was the moment to start working for myself.

How did your life look like before being an entrepreneur?

Since I started pretty young, at the age of 24, the years before being an entrepreneur was pretty much my teenage years—which were quite turbulent, to be honest.

One of the things that describe my younger years is that we were in a family of four kids—and the youngest one, my sister, was multi-disabled. She was born when I was 11, so a lot of my younger years and years before being an entrepreneur, was focused on that. It shaped me into who I am today, however, that real journey of self-discovery only began after she passed away in November 2017.

I also experienced working in a job center before I became an entrepreneur. I was helping people find a job and at the age of 21, and I can recall that I was burned out because I was already responsible for multiple centers at a very young age and all my energy in life went to that job.

Even my manager back then told me, "Even though I want you back, it's not going to happen. You wouldn't come back because you have so much more to offer in this world." Which is true, it was something that I always felt back then and I'm very thankful for him expressing that. At the time I was always searching and by speaking up, he guided me in more ways than he probably could think of back then.

As an entrepreneur, what is it that motivates and drives you?

What motivates me is a deep sense of meaning that I am here on a mission that is beyond me; that I am here to do something great in life, to serve a bigger purpose—that is to guide all the (female) aspiring entrepreneurs and leaders on their journey to create an impact in this world. So many women and young girls as well are searching for their identity, are being suppressed to find it in the first place by unhealthy and dysfunctional systems and most of them are not even aware of their full STAR potential as I like to call it. So much wisdom and talent go wasted because these women are not being supported and guided on the soul, mind, and strategic level. STAR stands for She Triumphs

Adversities and Rises and that's what I'm here for: to guide you back to your authentic self and heal the beautiful STAR you were always meant to be. And then build a badass business around that!

It inspires me to guide people with a mission similar to mine; and I want to enrich and empower those who dedicate their time, life, love, energy, and passion to a purpose that's bigger than themselves as well.

The other thing that motivates and drives me is the impact that I see with my clients when I work with them on a deep and energetic level. I see them grow spiritually, mentally, strategically, and financially.

It is truly fulfilling to witness how I can impact others on a deeper level that changes their lives and their businesses for good, and therefore creates a ripple effect that will go a long way...

In one word, describe your life as an entrepreneur and explain why: Vivid!

There are so many layers and stages in entrepreneurship that you go through and I choose to be fluid and firm at the same time. I choose to approach everything that comes to my path from a place of love, energy, and passion.

Being vivid is my personality. That is why when it comes to entrepreneurship, I want to be open to opportunities especially during this stage where I'm building my business from the start due to Covid-19—and I love it!

I also see being vivid as something like being vigorous in your business and whatever comes to your path. I continuously focus on that state of mind where, even during this situation, I can still enjoy it because I get to learn so much about myself. I am in my best state when I am in a vivid state. It is the fundamental state of being to amplify my core values: Purpose Driven DNA, Growth-Oriented Mindset, Human-Based Approach, Vivid Visionary Vehicles, Strong Strategic Thinkers, Creative Commercial Creators, heart-centered and Powerful Impact Generators.

For me, my personal state and my entrepreneurial journey are very much connected.

What were your top three motivations for starting your business?

My three motivations for starting my business are creative freedom/independence, financial freedom, and authenticity.



(1) Creative freedom; I'm very visionary and very creative in my thinking. I see business structures, I see where people's paths are going. I knew that I'm an independent thinker—I wanted to be present in the places where I was needed.

(2) Financial freedom; I never was drawn into a 9:00 to 5:00 job, and I tried once but it wasn't really a success. I want to create a lifestyle that allows me to travel, to learn in the different places of the world. I just want to be financially flexible as an entrepreneur.

Also, when starting a business, or when experiencing something like the current situation (Covid-19) we have now, being financially flexible is really important. One needs to make the right decisions about where to invest in. Being financially flexible is being able to play and still benefit from whatever situation life throws. I've known both situations: having money and not having money. And I'm grateful for both and I know I can adapt to all situations. For me, it's most important that I know I'm building something very sustainable and it takes time. I want to stay flexible so I can adapt, and that will be my strategy for the coming years at least: build a strong financial framework yet working fluid at the same time.

(3) Authenticity; I want to do something authentic. Everything in my life needs to be authentic. I always felt I was put on this planet to do something bigger than myself, something purposeful and fulfilling.

What would you say are the key elements for starting and running a successful business?

One must get their WHY clear.

Your WHY is your spiritual vision; what it is that you are here for even without your business in mind because this is specifically about you.

That's what I do with my clients. I bring them back to their authentic self, and from there we build a business. That's really a key element for me to start a specific business.

Determine what you do and what you don't want to do. You build your business based on your needs and your desires in

life. For example, my needs and desires (my top 3 motivations) are independence, freedom, and authenticity.

So if those are important to me, then I should build a business around that, that serves me instead of the other way around.

Be very clear on your WHY and determine your needs and desires in life then build it from there.

In running the business, it has to do with leadership—you hold yourself responsible. So if your business or your team aren't working the way you want, it has something to do with yourself.

A lot of my clients come to me with problems in their businesses and then during the training process, they find out that the problem is not in their business but with themselves.

So it's the lack of clarity most of the time.

If I extract that a little bit more, it means you shouldn't focus on the functional problems but the contextual problems. For example when your team member is running late every day; instead of blaming him every day for being late, you can also start questioning yourself why someone is late. Maybe he doesn't even know what time he should start. Always try to find ways that you can improve yourself. Know and accept that you are the one who's in-charge.

What form of marketing has worked well for your business throughout the years?

(1) Networking (new and existing) and word of mouth.

(2) Creating my own authentic gatherings for big clients, such as motorcycle trips for entrepreneurs (I am planning on doing this for female riders soon!) and a boat trip with all established business owners and CEOs who strategically had common ground to talk about. Very interesting to see what comes out of personal events like this!

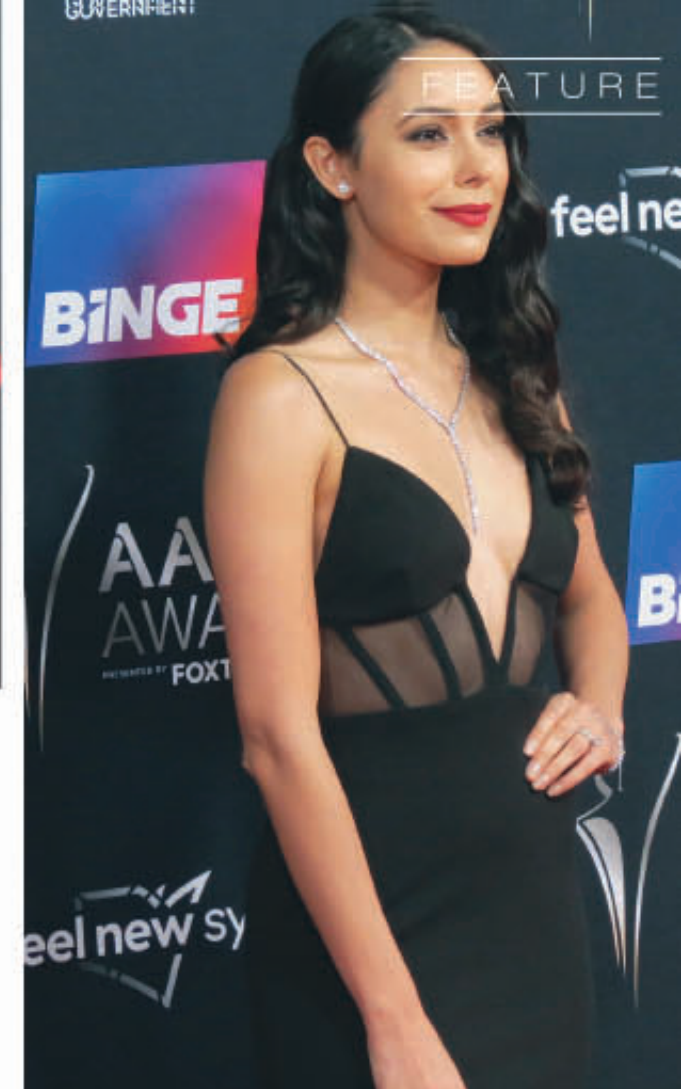
(3) Story-telling in different channels; through videos, written content, or through social media channels. The main thing is to share my story. This is also the reason why we are reaching out to magazines and papers—to inspire people with my entrepreneurial and personal story that made me who I am today.



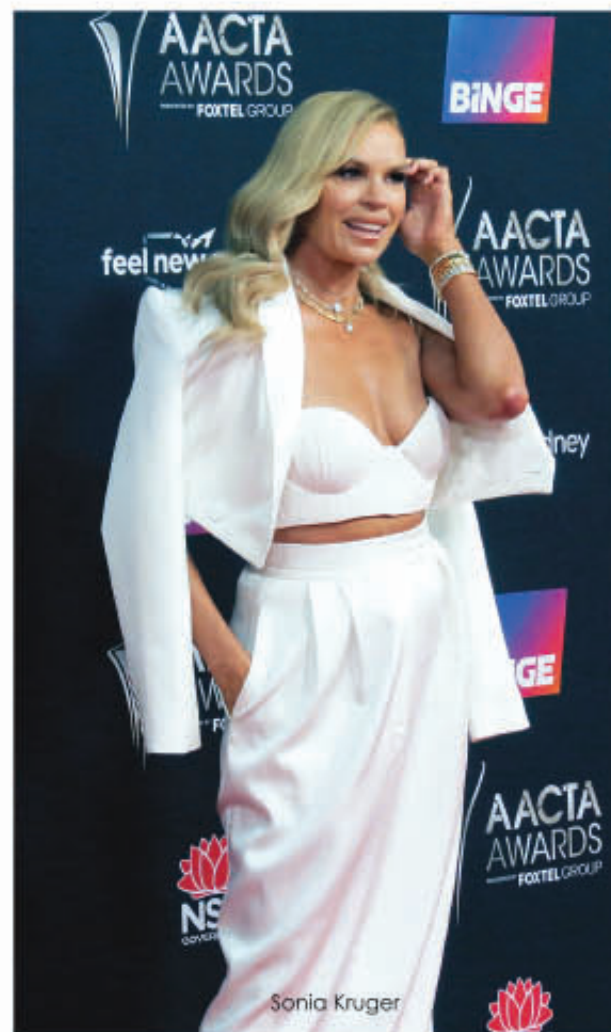
The Australian Academy of Cinema and Television Arts Awards 2022



The red carpet was rolled out in Sydney's Hordern Pavilion 5th December 2022 at 6:30 pm AEDT as the Australian Academy of Cinema and Television Arts (AACTA) Awards held its official ceremony for 2022. The cream of the crop in the Australian Entertainment industry attended Australia's night of nights as the who's who of show business gathered to celebrate the best in TV and cinema.



Elsa Pataky and Chris Hemsworth



Sonia Kruger



The cast of Preppers



Leah Purcell accepting Best Lead Actress



Baz Luhrmann's *Elvis*, starring Austin Butler as the King of Rock 'n' Roll and Olivia DeJonge as Priscilla Presley was the star of the night as it swept the awards categories, taking home a whopping 11 trophies, including Best Film, Best Director, Best Lead Actor, and Best Supporting Actress.



Spankie Jackzo, Hannah Conda and Kween Kong



The cast of MasterChef Australia



Mystery Road: Origin cast



The fabulous stars of the Australian film industry were on the red carpet for the 2022 AACTA Awards.



Brooke Satchwell accepting Best Supporting Actress in a Drama



A close-up portrait of Scott Swenson, a man with short brown hair, wearing black-rimmed glasses, a patterned shirt, and a dark suit jacket. He is looking directly at the camera with a slight smile.

POWER PLAYER: GET TO KNOW SCOTT Swenson

For over 30 years, Scott Swenson has been bringing stories to life as a Writer, Director, Producer, and Performer. His work in Theme Park, Consumer Events, Live Theater, and Television has given him a broad spectrum of experiences. In 2014, after 21 years working with SeaWorld Parks and Entertainment as the Director of Production at Busch Gardens Tampa, Scott formed Scott Swenson Creative Development LLC. Since then he has been writing live shows, creating and implementing themed festivals, and developing communication-based training classes. Some of his recent clients include BMorrow Productions, Space Center Houston, Morey's Pier, The Florida Aquarium, Legoland, RWS, The Vault Tampa, Viking Ocean Cruises, Fort Edmonton Park (Canada), Joe Mertz Productions, ZooTampa, MOSI (Tampa), Valley Fair Theme Park, The American Victory Ship & Museum, Neilson, Lions Eye Institute, Johns Hopkins All Children's Hospital and The Tampa Theatre. Scott hosts "A Scott in the Dark: Periodic Podcasts for Haunters" and co-hosts the "Green Tagged: Theme park in 30" podcast. He has written two popular books on the Haunted Attraction Industry and four books of dark poetry and prose, the most recent being "The 13 Commandments of Haunting" and "Awake in the Dark". He has also written or contributed to articles for several publications as well. He is a sought-after panelist and presenter for Entertainment trade shows, especially those focussed on Edutainment, Seasonal Festivals, and Attractions.

StarCentral Magazine recently caught up with Scott to discuss her journey as an entrepreneur and here's what went down:

What are you currently doing to maintain/grow your business?

I am partnering with larger production companies and fabricators to offer our clients a "one-stop-shop" for their entertainment and festival needs, everything from creative development to installation and strike. Since the pandemic has forced so many theme parks, zoos, and other attractions to reduce their staff, more and more are hiring organizations that can handle the projected expansion of attendance. By working with organizations that might have been considered competition in the past, I am able to participate in win-win business deals that benefit both of us while offering the client

exactly what they need. I guess this means we are creating win-win-WIN scenarios! I am also hosting/co-hosting 2 different podcasts and making virtual appearances at various trade shows and seminars. This keeps my name and company in front of those who would be interested in my services.

What social media platforms do you usually use to increase your brand's awareness?

I use Facebook, Instagram, Twitter, LinkedIn, and YouTube. I try to post and tag regularly. Tagging the companies I work with on a regular basis helps promote them as well. I have started adding video versions of my podcasts to Youtube to increase my audience. I also have a growing monthly email newsletter. People join the newsletter through my website and I send out updates about current projects, articles, and appearances, as well as useful member's only content.

What is your experience with paid advertising, like PPC or sponsored content campaigns? Does it work?

Since I am primarily a solo operation (Writer, Director, Consultant) I have found that focusing my marketing spend on attending trade shows and seminars gives me the opportunity to pitch myself directly to potential clients. I have not used traditional paid advertising.

What is your main tactic when it comes to making more people aware of your brand and engaging your customers? How did your business stand out?

Having been in the industry for over 30 years, I have made a great many contacts and friends. I truly believe that this has saved me, both when I made the transition from corporate entertainment to running my own consulting firm and throughout the COVID crisis. I invest a great deal of time and effort in getting to know my clients and potential collaborators. Once they understand the care and precision I put into my work, they become the best advertising. They sell me to others. I would rather develop a client who returns project after project than do "one-off gigs". I realize that this approach is slower than some, but it is more consistent.



My 20 plus years of experience as a theme park executive also set me apart from other companies. I often tell my clients that I used to hire people like me. I have sat on both sides of the desk, so I have a unique perspective. I have an idea of what happened before I walked into the interview and I have an idea what will happen after I leave. I try to offer solutions and opportunities that will be mutually beneficial and not "gouge" either party.

What form of marketing has worked well for your business throughout the years?

I have had great luck with in-person self-promotion. I know this doesn't work for everyone, but it has worked for me. Since I am also regularly contributing to publications, trade shows, and podcasts I am able to offer samples of my work. These appearances include more than just "here's what I did", they include "here is how I did it". I have never been afraid to share my ideas and successes. I know there are those who feel that this is just giving away my product for free, but I have found that by giving "samples", organizations are much more likely to hire me. Mid-pandemic, I offered 1 hour of free project brainstorming to the first 20 companies who contacted me. This, not only kept me busy but got my name out there...and it resulted in booking a client.

What is the toughest decision you had to make in the last few months?

I wish I had a dramatic answer to this question. I have always done business by "rolling with the punches", I suppose this came from working in the Theme Park Industry. Since I am a sole proprietor, I didn't have to adjust my staffing. I guess the toughest decision was to work as a subcontractor for another company instead of working under my own brand...but even that wasn't too tough. It is working well and now that I'm part of their team, I have helped them/us bring on 3 additional clients.

What new business would you love to start?

I would love to open an art gallery/library/performance space/learning annex/coffee shop. In looking at the industry, more and more museums and retail organizations and libraries are banding together to create these environments where people can gather to do many things in the same place. I think this "town square" mentality can help reduce operating costs by sharing them and creates a product diversity that may be more resilient to future crises. I also believe that WHEN we get COVID more under control, people will be looking for in-person social opportunities. This small business would also put everything that excites me personally in one location.

If you could go back in a time machine to the time when you were just getting started, what would you do differently?

I think I would take more risks earlier. I was very conservative when I started my career. Other than that, I would keep things pretty much the same. I am far from the richest person in the world, but my journey has lead me to this place where I am happy with my work/life balance. I get to do what I love doing every day and get paid for it. This doesn't mean that there aren't days when I'm going crazy trying to get everything done, but generally speaking, all is well!

What is the best advice you have ever been given?

"Nothing is ever as good or as bad as people want to make it." I have a tendency to be very emotionally tied to my work. I think all creative people are. This piece of advice from former Busch Gardens Tampa Park President, Jin Dean, has always reminded me to keep a healthy perspective. It allows me to be proud of my accomplishment without getting too cocky and learn from my failures without giving up.

What advice would you give to a newbie Entrepreneur setting up their first business?

Don't Panic, Just Pivot! Recognize that everything will change eventually, sometimes over several years, and sometimes overnight. If you build a strong skillset and genuine business relationships you will be able to apply these to whatever the world tosses your way.

GET TO KNOW Cole SIALEIPATA

Cole Sialeipata was born and raised in Christchurch, New Zealand, she left Christchurch soon after the devastating earthquakes to pursue the world.

Cole has a Diploma in Community Services and specialist homelessness services and has been working in the community sector for the past 6 years. Today, she works with homeless youth with varying barriers such as domestic violence, drug and alcohol abuse, family relationship breakdowns, court orders, and mental health and disabilities.

When she's not working you can find Cole mentoring at various high schools with youth who are struggling with school or you can find her at the Wildlife walkabout as a volunteer wildlife ranger. "Not only do humans need care and support so do our wildlife, it's a really great feeling being outside in nature and with animals." Her sole advocacy is around community education on childhood trauma and youth homelessness. She's also a voice and advocate for various domestic violence and sexual abuse campaigns.

Cole is the founder of Project Aria which is a skills-based program for equipping domestic violence victims with life skills and self-confidence to reintegrate back into their communities confidently. This year, she has officially made Project Aria a charity organization and hopes to bring Project Arias program out of its pilot stages. Success to her is waking up every day having no regrets of yesterday. She wants to leave a legacy behind that encourages women to be strong and continue to support one another and to keep paving the way for our future generations to come.

StarCentral magazine recently caught up with Cole to discuss her journey in the pageant world and here's what went down:

1. How did you get into the pageant industry? How were you actually 'discovered'?

I was scouted on StarNow by my first director. At first, I was quite a skeptic because I never imagined myself in pageantry. I could see that she was authentic and passionate about women empowerment.



2. What do you like most about being a beauty queen?

I've never really had someone to look up to so being able to be that person for another person has been a huge honour. I've come out of my skin so much and loved learning new things about myself and helping others do the same.

3. The downside to being a beauty queen?

There are times where I get judged a lot for not looking the part. I can be a very passionate person especially for fairness in social justice especially bullying. This sometimes doesn't sit well with pageantry politics and that's okay because I'm confident in the values and morals I hold as an individual.

4. What has been the most memorable experience of being in the pageant industry so far?

I've met so many amazing women and have made long-lasting relationships one especially who happens to be a bridesmaid for my wedding.

5. Who have been the most interesting people you've met so far?

That's a hard question I've met so many interesting people I can't decide on just one. Everyone has had their own special thing.

6. What has been the most valuable lesson you've learned while in the pageant industry?

I have always lived life knowing there is a silver lining to everything. I haven't officially won a pageant yet and I'd be lying if I said that didn't cut me a little bit BUT it has taught me to keep doing what I am doing and keep moving forward to my goals. When it's my time it's my time.

7. Working in an industry whose only emphasis is on the outside characteristics of a person, how have you stayed grounded?

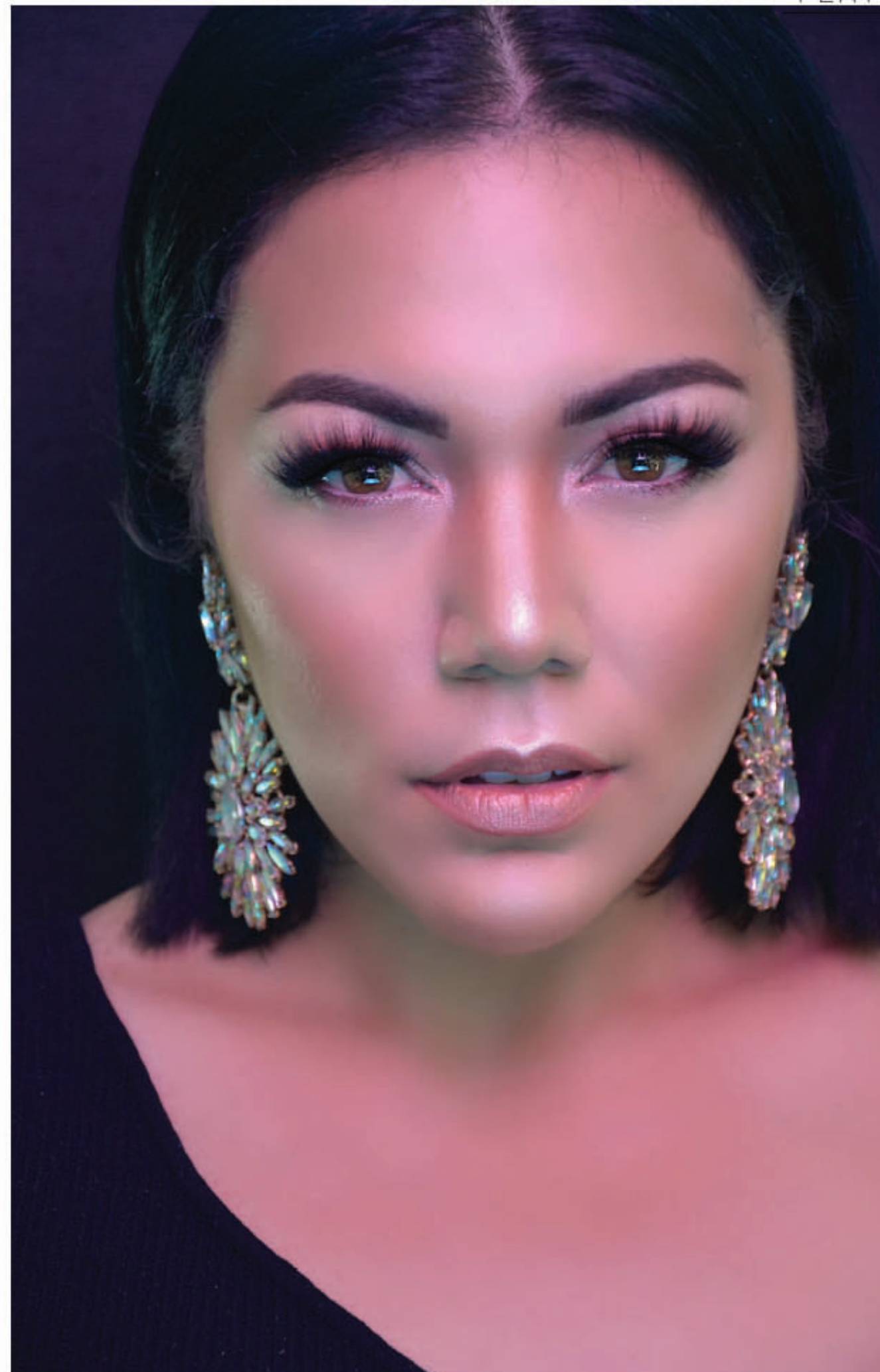
Finding passion in something that's not superficial definitely keeps me grounded. For me, that has been helping my community. A certain realization as well that I am different and I don't look like the next person so it's impossible to please anybody. Being content with who I am and who I'll continue to be will allow me to keep my head held high regardless if I don't meet people's physical expectations.

8. Is your family supportive of you being in the pageant industry?

Absolutely, they have been so supportive – even my partner and his family. My mum is also so proud of what I do. My older brother likes to boast about his little sister which is cute [laughs].

9. What are your future plans?

Inside of pageantry, I'd like to compete in my first Ms pageant and then eventually a Mrs pageant. From thereafter a year of reign I'd like to direct and give the same opportunity for other women of all ages to improve themselves and enjoy what pageantry has to offer. Outside of pageantry, I'd really like to start a family and continue my work within my community and continue to develop skills-based programs state and eventually nationwide.



To celebrate the release of the first issue of StarCentral Magazine in 2023, we once again interviewed the mentor of mentors and guru of gurus - the revered and beloved Guruji Shrii Arnav to find out his thoughts on entrepreneurship in 2023.

Winner of the prestigious Global Business Leader award for 2022 by Economic Times (India's Largest Business Newspaper), we are privileged to once again hear from the inspirational mentor who has been transforming lives and businesses all over the globe.

Happy New Year, Guruji! Can you tell us what your life was like before starting your business?

Happy New Year to all the readers of StarCentral; thank you for having me.

My earlier years profoundly impacted me as they were anything but conventional.

Due to certain circumstances, I used to accompany my father, the medical superintendent of Central Jail Ajmer (Rajasthan-India).

From 3-7 years old, my companions were prisoners and the police and their families, so I did not have to pretend to play the mock-up cops and robbers game because I experienced being around cops and robbers in real life.

The experiences from those years shaped my personality, and I am thankful because my so-called "hardcore experiences" back then helped me see life situations in a far neutral and sensitive way. That is invaluable if I may say so.

2022 was a challenging time for the Gemstone industry due to the COVID aftermath. How did Gemstoneuniverse survive?

There is no easy or short answer to this question, but if I was to answer it in two words - It would be people and relationships over commerce.

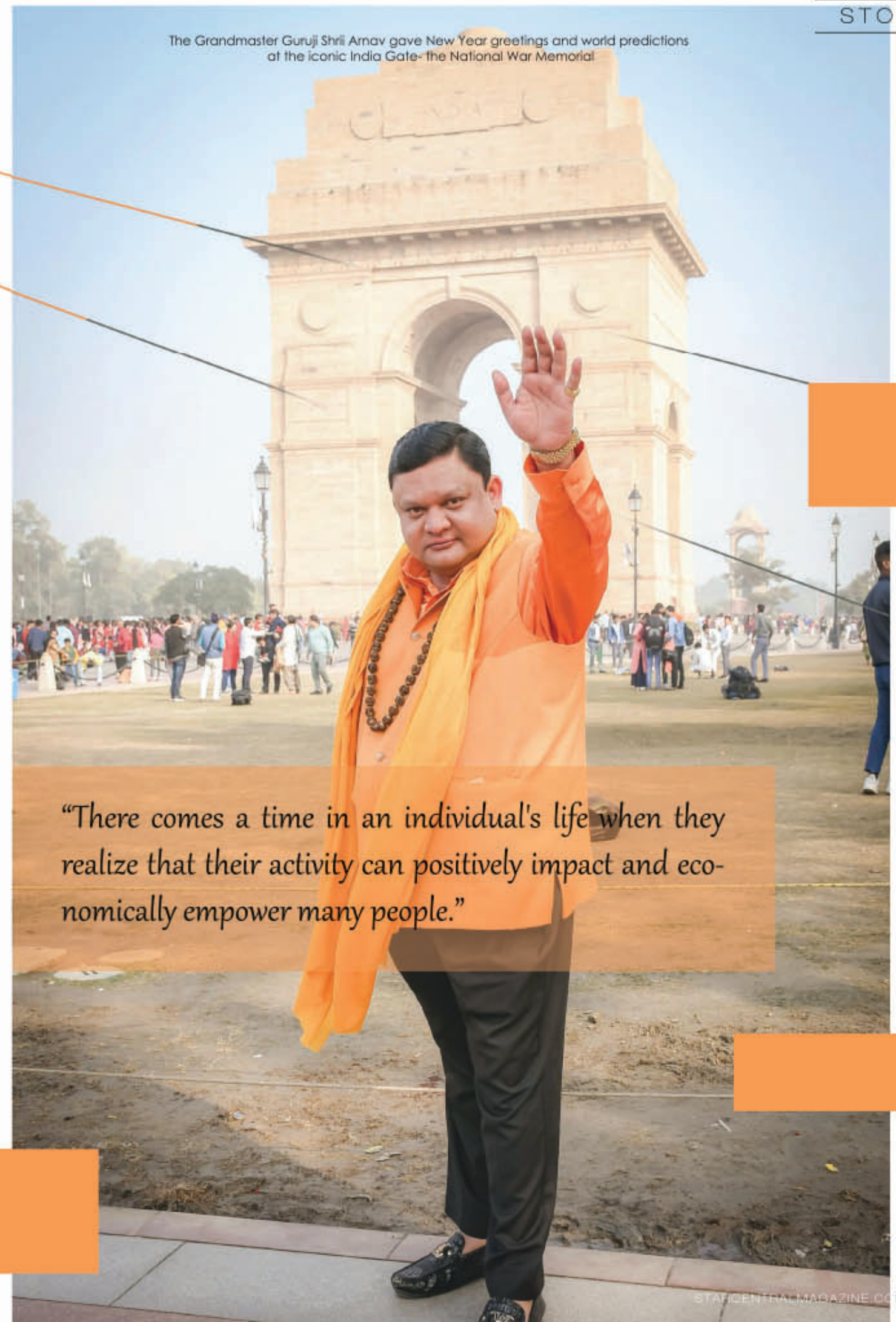
During the stressful Covid time, I made it a point to stick with brothers and sisters who needed the most help.

For example, in Sri Lanka, even the so-called Multi-Millionaires in the Gem Industry were strapped for cash with severe liquidity issues.

Some did not even have the funds for medical treatment. In all this, we promised that come what may; we will help our colleagues for at least six months.

I am thankful that I received support from the Gem community worldwide and that we were able to help each other.

The Grandmaster Guruji Shrii Arnav gave New Year greetings and world predictions at the iconic India Gate- the National War Memorial



"There comes a time in an individual's life when they realize that their activity can positively impact and economically empower many people."

Three decades of quality relationships stood the test of time, and thankfully, we were still able to produce reasonably positive outcomes.

People and relationships are the most important assets in life and business, and every individual should focus on them as a priority.

What event in your life made you decide that you were going to be an entrepreneur?

There comes a time in an individual's life when they realize that their activity can positively impact and economically empower many people.

That realization is very empowering, especially when you contribute to a fellow man's life. There are so many events in a man's life, so it would be very difficult to pick a single event, but when people who range from taxi drivers to airline CEOs tell us how we were able to change their lives - doing business seems the most obvious choice. I believe the world is one true family.

The Humans Of Gemstoneuniverse recognizes that every one of our clients is a star, and we give everyone a chance to be inspired.

The Humans of Gemstoneuniverse program, with its meditations and spiritual activities, has become a rage with followers ranging from superstars to athletes. Please tell us more about it and the SEG Sigma mentioned in the hush tones on the underground Internet and elite forums.

Well, it is quite simple and self-explanatory and is made up of 2 words: Humans and Gemstoneuniverse. A Human is called a Gem when he/she has some rare stellar quality that is rare and makes one admirable and appreciated.

We believe that every single human has at least one such sterling quality, and with that, it enriches the universe.

Many such Gems interact with each other, share their expertise, and learn and practice together. The result: they all grow at the speed of light.

I was pleasantly surprised that people as far as Russia and Norway are translating and doing our meditations.

When a world record athlete comes and shares a tip of their life with other Gems - you are definitely getting pure Gold.

As far as the SEG Sigma goes, it is one of my most elite mentorship groups that I call the "Group of Death."

Only the very best with high tolerance to pain makes it to the group and graduates.

I want to state that this group is not advertised. It is by invitation only and by reference group, so any queries like price, how to join, etc., will remain unanswered.

They say, "When the student is ready, the teacher appears," and so is the case here.

What were the "big wins" early on that made you realize "this really is going to work?"

I hopped onto the Internet in 1995 on a dial-up connection and made my full-fledged website in 1996. At that time, nobody knew buzzwords like Ecommerce and Artificial Intelligence. Yet people already trusted us, so they were comfortable transacting with us.

And that is huge because the kind of people who were on the

Internet between 1995-2000 were early adopters, the cream of the crop.

Getting connected to that network was a huge win compared to today, where the Internet has become an ubiquitous everyday reality.

Imagine being on Yahoo's Stress Management Panel in 1996 and interacting with the cream of the crop in the intelligentsia. All those people were major motivators.

On the flip side, what events happened when you weren't sure if the business would survive, but you figured out a way to pull through?

To be frank, none. An Indian Poet Dr. Harivansh Rai Bachchan, says: "If things happen as per one's desire, it is very good, but if they don't, then it is excellent for that is done and designed by the Almighty."

If you look at situations fairly neutrally, they do not appear as problems. They appear as situations, and when you are not emotionally linked to them, you can adapt, navigate and course correct.

Think about it, the early men were navigating forests and had dinosaurs and saber tigers for company, so we are in a much better place, aren't we?

There is ALWAYS a WAY.

What makes your business stand out from your competitors?

People, people, people. The entire Gemstoneuniverse ecosystem is people-oriented with their best interests at heart. We are blessed to have fairly honest and incredibly talented people in different roles, including employees, clients, stakeholders, vendors, etc.

You know you are doing a good job when an elderly person who was a one-time client occasionally comes to have tea on your business premises because he thinks the tea is the best and the ambiance adds to it.

We have no fake accented "How may I help you?" at Gemstoneuniverse. We are driven by our motto of "Deo Amabiles Et Hominibus" - Pleasing to God and Men, and that has stood the test of time.

You and the Gemstoneuniverse Foundation won coveted recognitions for your social work in Thailand, which is game-changing! How do you feel about it?

It is very humbling. To contribute and be globally acknowledged for it is like the icing on the cake.

We should all be inspired by and practice the Thai mentality and value of serving and doing something for the community, not just living to feed one's stomach.

Last week, some nice folks organised a charity for the poor people in the Chiang Mai District.

Yes, the food and clothes were donated, but it was astonishing to see that each person who received a donation bought one food item or cloth to contribute, and all of them had a feast and celebrated life with song, dance, and performances.

None of this was pre-planned. I am thankful for my Thai friends who do all this and give credit to me and that the Gemstoneuniverse foundation can contribute a bit - this gives me immense satisfaction.



Revered Gurujī Shrii Arnav with members of the Gemstoneuniverse Bangalore Core Team



A live session of Humans of Gemstoneuniverse



The next generation of Gemstoneuniverse shock proof and future ready



Revered Gurujī interacting with the students of Wat Sai School.



The master deliberates with the delegates of Rangsit University

I am thankful that we are a socially conscious movement and not just some stone shop offering discounts.

What motivates you daily?

A few months ago, A gentleman walked up to me at Peninsula Hotel and told me how my Facebook post prevented him from committing last-minute suicide.

He is not actually part of my network. Some of his acquaintances liked my post, and that's how my posts came into his feed.

During our conversation, he said: Guruji, we are scared because artificial people are trying to look calm yet in control. Even though we may not like, share, or comment on your post publicly, please continue writing.

At least seven people from my group discuss your contemplations, so please continue writing.

Based on this, what more motivation does one need, right?

Even if at least one man is impacted positively by what I do - it is still worthwhile.

My philosophy is one day at a time and one person at a time.

What big goals do you have for this business for the next 3-10 years?

We are going to be the biggest problem-solving Universal Ecosystem. Whether it is going to be through Astrology, Mentorship, Stem Cells, Gemart, Gemverse, Herbs, or anything on planet earth, we are going to be the De Facto Standard and intend to provide the best.

God has created a solution for everything; it just needs channelling of the right people and the right thoughts.

What's your top 3 advice for aspiring entrepreneurs and business owners?

1) People are everything: Build and serve people with grace and trust; you will never have a spare minute.

2) Always give more than you take: Besides making money and accumulating assets - some components should also be donated for social service.

3) Be future-ready by building products and services that people will need: So, you need to start with prioritization.

What is your opinion regarding the search engine wars and the rise of Artificial Intelligence?

I don't know, and I don't care.

People are everything; people make everything, so people will decide whether to take it or leave it. This topic has no impact except crowding your already overcrowded feed.

How do you want to impact the world, and what kind of legacy do you want to leave behind?

I am a creation of God trying to be Human. At every step, I try my very best to be Human, whom God created in his own image. Legacy-wise, I would like to be known as a doer who empowers other humans.

Thank you, Guruji, for your time. We hope you have a great 2023 and continue enriching us with your thoughts, contemplations, and game-changing advice.

Thank you as well and ABSOLUTELY. We wish all dear StarCentral readers a very Happy and Healthy New Year 2023.

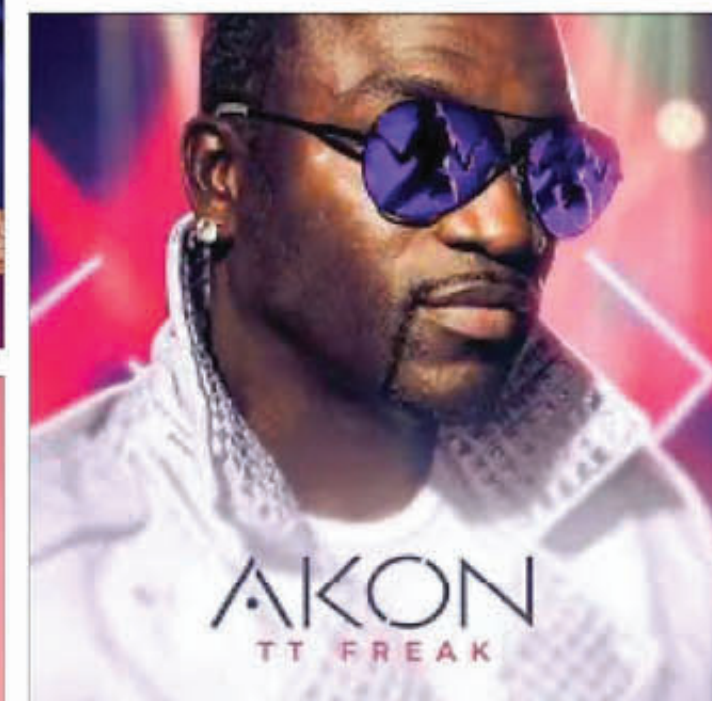
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FIVE ESSENTIAL SKILLS

YOU NEED TO MASTER IN 2023

Knowing how to grow in your professional life might seem daunting. Not many people know that all the tools they need to do this are already in their possession. Each person has the potential to succeed professionally, but only a few do. Make 2023 your year for professional growth by mastering the top 5 skills listed below.

1. Motivation

The simplest, yet most effective skill you need to develop is self-motivation. When you're motivated, you show up and do your work. Motivation can initiate, guide, and help you maintain goals. To be motivated in your profession, you need to have a personal drive to achieve work-related goals. Staying committed to this desire, being ready to act upon it, and being optimistic that you will reach it even when some rocks are thrown in your road, is the key factors to staying motivated.

2. Flexibility

When you're flexible, you're valuable. No matter where you are professionally, challenges and obstacles are bound to show up on your doorstep. Even when your career is rigid, unpredictable events can come knocking any day. You should always be able to adapt and adjust easily without compromising the quality of your work if professional growth is what you're looking to achieve.

3. Initiative

Don't ever sit around during work hours doing nothing. When you have nothing to do, find something to do! Being proactive and taking initiative will have a great impact on your professional growth. When it comes to your career, taking initiative can mean more than asking for extra work. Doing more than what is expected from you and identifying future problems and working on solving them is a great step in the right direction, but you can also grow this skill by working on your career plan, your confidence, requesting feedback on work already done or sharing ideas for improvement.

4. Time Management

One of the best skills to develop is time-management. Successful careers require effective management. Knowing how to prioritize tasks and meet deadlines can push you further than you might think. Effective time-management also includes setting time aside for breaks. Relaxing every now and then will give you a much needed-boost and prevent you from getting stressed out which will be detrimental to your growth.

5. Leadership

Never make the mistake of thinking that leadership skills should be reserved for senior-ranking professionals. Leadership includes the ability to inspire others and everyone should be able to do this if their end-goal is success. Whether you have leadership in the form of patience, empathy, and being a good listener or are able to take risks and make decisions, developing the skill unique to you can improve your professional growth drastically.

Expanding your skillset can never backfire. Whether you use these skills for professional growth or in your personal life, being able to adjust, show leadership in asking situations, stay motivated and take initiative all while making the best use of what time you have, is what will make you stand out amongst the rest.

FIVE GOOD REASONS WHY PERSONAL Branding IS THE KEY TO SUCCESS IN THE DIGITAL AGE

Living in a digital world, it is incredibly important to focus on your personal branding. Your brand is something that will get people to talk about you. It's what inspires people to turn to you for the particular expertise that you offer. Your personal branding is how others view you, making a significant difference in the likelihood of job prospects or selling your products or services. This will look at the top 5 reasons why personal branding is so crucial to your success.

1. Building an Audience

In a digital world, your audience will actually determine your value to other potential customers. For instance, imagine a popular YouTuber. A good YouTuber, one that has a solid fanbase, has a massive audience. This audience attracts new people to their audience. The same applies in the business world. People will see your value thanks to your personal branding, which means that they will be more likely to hire you or trust you to provide the quality products or services that they are looking for. Once you build an audience, you can leverage them to be more successful.

2. Have a Competitive Edge

There is a lot of competition in the digital age, so having a strong personal brand can give you the competitive edge that you need to stand out. They want to trust someone who is an authority in their specific field. You get the credibility that you need that will make customers more likely to trust you to offer the solutions they are looking for. A strong personal branding makes you more valuable than your competition, who may not have as strong of a personal brand.

3. Create Relationships

Connecting with other people is so important these days. You need to network and market yourself to be more attractive to prospects. Through personal branding, you can connect with other people. As you connect with people and form relationships, you can spend time nurturing these relationships. Through developing relationships and focusing on them, you create creating loyalty to your brand and increase the chances of people returning to you for your products and services.

4. Better Networking Abilities

These days, networking is so important no matter what your industry is. If you have strong personal branding, you will be more likely to get invited to events that allow you to connect and network with others. These events can often be so important to being successful and climbing the career ladder.

5. Better Opportunities

Probably most importantly, personal branding can unlock amazing opportunities for you. After you have created an audience, built up your authority in the industry, and formed relationships, you can start unlocking better opportunities. You can capitalize on your personal branding to get a better job, achieve your goals of being an influencer or start getting more sales.

Personal branding is essential to helping you become more successful and advance your career. This is why it's so important to focus on building a strong personal brand.





5 REASONS WHY 2023 COULD BE THE BEST YEAR TO START A business

COVID-19 may have severely changed our lives, but entrepreneurs may be able to benefit from a post-pandemic climate. We will discuss the potential for an increased labor pool, whilst also discussing the opportunities of online marketplaces. Keep reading to understand how you can be a successful entrepreneur next year!

The Significance of the Economic Situation

It is hard to find a country in the world that has not been severely impacted by the COVID-19 pandemic, and its economic impact has been awful for many people, but entrepreneurs may be able to benefit from the current and impending recession.

Many people are likely to have been laid off due to the pandemic, meaning that there is a lot of labor potential, in other words, the labor pool is very saturated at the moment. This means that if you are considering hiring people to make your business dreams come true, now could be a great time to make critical decisions during the hiring process to get more skilled labor.

The Significance of Individual Perception

As a potential entrepreneur, you may have been planning to start your business for a while or the pandemic may have inspired you to create your own business. Nevertheless, this time is likely to have been very insightful in regard to your business plans.

The time spent at home will have allowed you to consider your plans in a much greater depth, and it is important that you are much more likely to have been productive in your thoughts about your business due to the increased free time that lockdown may have provided you. This new insight can be carried forward into your future goals as an entrepreneur, meaning your decisions are likely to be more informed.

The Significance of Online Platforms

The pandemic has meant that online business has boomed, and this is an extremely useful opportunity to consider. As a business, you may be able to avoid more physical costs by developing your business online, reducing costs such as buying land space for example.

Online marketplaces are also extremely great as they allow businesses to branch out to a much wider audience, increasing your chances for customer interaction, and thus, sales, and in turn the potential success for your business.

The Significance of Reduced Competition

Many people are likely to be wary about making any risky decisions in such a time of economic crisis, meaning that people with similar ideas as you may hold off on executing their plans, allowing you to enter the market strong and set up a strong presence, increasing your chances for business success.

The Significance of Disregarding Financial Woes

Finally, whilst finding finance may be slightly more difficult in a climate where investors are likely to make less risky ideas if you are able to prove the viability of your business idea and its potential for success, there is no reason that finances from venture capitalists, for example, are not an opportunity to consider.

A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with puffed sleeves and a ruffled waist, and brown leather boots, is sitting on a sand dune. She is holding a brown leather crossbody bag and sunglasses. The background shows a beach with waves and a clear blue sky.

studio49

photography

49 Johnston St, Annandale NSW 2038
Phone: 0416 095 875

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