

A Rebel Leader's Manifesto



We are powerful motherfuckers. We are the leaders of a REBELution to bring more humanity to leadership and culture. To celebrate each and every one of us as Human Beings, not Human Doings. And to show up every day with more authenticity and courage and compassion – for ourselves and others. Our collective impact is a powerful force for change. We are the ripples that become the wave.

We see the light because we've experienced the dark. We've been burned out, stressed out, and checked out. We've watched our boundaries fall and our cortisol rise. We've soldiered through pain, illness, addiction, and not-enoughness to get the job done. We've sacrificed our wellbeing and our weekends. We've played the dangerous games of "I should..." and "I'll be happy when..." We've stopped listening to the wisdom of our souls. And we've paid the price.

But now we know better. We know that we are the Soul of Business. That our greatest impact in the world comes from the belief that we can rewrite the script of success. By creating thriving cultures that are wholehearted, courageous, and humans first. Ones that flip the middle finger to the rules and expectations no longer serving us in favor of these powerful new agreements that do:

-  1. We are rebelling FOR, not AGAINST. For who we are, what we believe in, and the impact we want to have in the world. We are Chief Soul Officers of our lives and this is our superpower.
-  2. We are forging the path, not following it. If the path before us is clear, we're on someone else's. Period.
-  3. We are success-FULL, not success-EMPTY. Success and fulfillment are NOT mutually exclusive. And self-worth trumps net worth every day of the week.
-  4. We own that authenticity is the truest form of rebellion. Our truth is our power. BOOM.
-  5. We are modeling radical self-commitment. And putting self-care on the C-Suite Agenda.
-  6. We are flipping the time off script. Acknowledging that time off is a pre-requisite for powerful work, not a payoff for hard work (that often goes unused).
-  7. We are choosing Soul over Salary. Because we know that one leads to the other anyway.
-  8. We are living fully aligned and integrated lives as gamechangers, culture creators, and movement makers.

Now is the time to awaken the rebel within each of us. Within all of us.

What are you ready to rebel FOR?

With Love to All My Fellow Rebel Souls,

Shelley Paxton

Chief Corporate Rebel and Liberator of Souls

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