

## Praise for *Rebel Leadership*

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"There is no more timely or more important book for those who lead in these uncertain times. Uncertainty is our new normal, or as Robertson writes, our new abnormal—leaders either accept it or they perish. This brilliant, forward-thinking book, its vivid examples, and deep insights, will help you to not only survive uncertainty but to thrive in it."

**Tom Koulopoulos, author, *Revealing the Invisible* and *The Gen Z Effect***

"*Rebel Leadership* offers a refreshing approach to leading in an environment where we can no longer wait to ride out the waves of uncertainty. With a blend of surprising insights, actionable ideas and vivid storytelling, it's a must-read for leaders looking for new ways to navigate an ever-changing business landscape."

**Teri Evans, former Editor, *Inc. Magazine* and *Entrepreneur Magazine***

"Despite what most think, things deeper than talent or capital drive successful teams through underdog circumstances to success—patterns that repeat across great leadership. Robertson's book reveals these patterns and makes clear why they are so important, now more than ever. If you want a fresh look at leadership in uncertain times—and you do—this is it."

**Heimir Hallgrímsson, former Head Coach, Iceland National Soccer Team**

"Bob Marley was a Soul Rebel. Ruth Ginsberg was a Gender Rebel. In his new, must-read, book, Larry Robertson challenges us all to embrace "Rebel Leadership." In the post-Covid era, we'll need to run towards new ideas about how to create lasting change, and as usual, Larry charts a course we can follow with daring and audacity."

**Robert Egger, Founding Board Member, World Central Kitchen**

"Larry Robertson is one of the best out there when it comes to exploring big topics from multiple angles. His intellectual curiosity leads him into diverse fields, out of which he pulls pearls of wisdom. In *Rebel Leadership*, the outcome is an original, thought-provoking book with new insights on an age-old topic: leadership."

**Brad Stulberg, author *The Practice of Groundedness* and *Peak Performance***

"Robertson's third book deepens his exploration of the relationship between leadership, creativity, and innovation. In a world of increasing complexity, inter-connectedness, and uncertainty we find effective leaders are ones who do *not* have all the answers: they envision the big picture, enable collaborative teams, and ensure *every* player is an initiator. In other words, they embody the humility and moral courage required to develop a culture of inclusive leadership. This profound book is your first and perhaps most important step to changemaking leadership in this new century."

**Diana Wells, President Emerita, Ashoka**

"Nexus is defined as a 'series of connections linking important points.' This book is a nexus of intimate conversations with some of the most respected thought leaders of our time, diverse and powerful research, and pivotal insights and lessons-learned. A nexus is also 'the central and most important place.' *Rebel Leadership* takes you to that place. It is a much-needed life-raft for leaders of all ages and stages."

**Sam Horn, Founder, CEO, the Intrigue Agency, bestselling author *Got Your Attention?***

"Whatever role you fill, whatever game you play, to be at your best, you've got to take a bigger view. Seeing beyond your own position, but also beyond the game itself is so important—never more so than today. When that's your habit, you see more options, make better decisions, and set yourself up to lead with excellence—no matter what role you play. In *Rebel Leadership*, Larry Robertson takes the meaning of all this to a whole new level. You'll come away inspired and wiser for the read. It's a book worthy of your time and attention, no matter what game you play."

**Terry Malone, Football Coach, New Orleans Saints, Michigan Wolverines, Bowling Green Falcons**

"In this age of volatility and uncertainty, leadership adaptability has become ever more critical to personal and organizational success. Robertson writes about leading in the age of the 'New Abnormal' in a clear and compelling way, giving readers an important tool for navigating and thriving far into the future. I will draw from this fine book in my business school classes."

**Carter Cast, founding CEO, Walmart.com, Professor of Leadership, Kellogg School of Management**

"There are few skills as important as leadership—a skill we must constantly relearn, every one of us, now more than ever. This book is your guide and compass."

**Kevin Guskiewicz, Chancellor, University of North Carolina, Chapel Hill**

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“Larry Robertson has a deserved reputation as an original thinker. To our good fortune, in his new book he turns his focus to leadership, and to what it takes to thrive in these deeply uncertain times. Through smart, wide-ranging research and engaging storytelling, Robertson compellingly demonstrates that each and every one of us— not simply those who hold the leadership title—has a role to play. *Rebel Leadership* is both a handbook and a compass for our times, offering readers an important and eye-opening new view of not only how to reach the future, but how to shape it.”

**Nicole Ofiesh, Ph.D., Chief Innovation Officer, Potentia Institute 21;  
Former Director, Schwab Learning Center, Stanford University**

“Robertson soaks up the wisdom of corporate icons, management gurus, celebrity chefs, innovative movie makers, and non-profit and university leaders to weave together a thought-provoking framework that helps us make sense of our wildly uncertain times. Leadership moves, we all have a superpower, diversity and culture are difference makers... and it turns out that the coach of Iceland's national football team quite possibly holds one of the most important keys to thriving. A very smart read.”

**Mark Garay, Managing Director, Deloitte**

“Change is hard, yet inevitable, something we’re learning now as never before. What’s encouraging is to discover that even great change can be harnessed by any team—business, government, or otherwise—to achieve great impact. As few do, Larry Robertson teaches us how. His new book offers fascinating stories and studies, and assumption-shattering insights. And Robertson writes in a way that makes you feel your sitting across the table from him—like having your own trusted advisor. Most of all, he inspires you to begin the journey from today's unpredictable to tomorrow's possible. This thought-provoking book is sure to become one of your most powerful tools for thriving in these uncertain times.”

**Leslie Reynolds, Executive Director, National Association of Secretaries of State**

“Larry is an award-winning author and his latest book is a true winner. Anyone who is looking for cutting-edge insights on *how* to lead during uncertain times must read this book. I cannot recommend it highly enough.”

**Bob Daugherty, Dean, Forbes School of Business and Technology**

“Leadership isn’t a title needing to be filled, more than ever, it is a true responsibility, both individual and collective. The ripple effects of the choices we make, matter as never before. Larry Robertson’s *Rebel Leadership* reflects this understanding, and opens our minds up to a new and necessary way to approach leadership. He sheds important light on why some organizations are thriving in this new and deeply unpredictable landscape, and offers important and rarified insights into the true sources of organizational power and adaptability. The book will change your view, but more importantly, it will increase your return on leadership.”

**Janeen Gelbart, CEO, Co-founder, Indiggo/Return on Leadership**

“We live in times of change and rapid adjustment. Many aspects of how we do things will require sensible and well thought through revisions. Our approach to leadership must change as well. The question is how. Larry Robertson’s newest book gives that question the needed time and attention it deserves. The result is at once insightful, revealing, and instructive. The lessons are relatable and powerful. The stories make you feel a part of them. And when you finish, you don’t just feel prepared to lead in a new way, you realize he’s already launched you on your journey. Read this book.”

**Milena Z. Fisher, Ph.D., President, Co-Founder, *The Creativity Post***

“In a world where normal feels pretty elusive these days, quick fixes and old leadership styles simply won’t cut it. As Larry Robertson argues in *Rebel Leadership*, what’s needed is a whole new mindset, one that embraces that perpetual adaptability must now become central to the strategy of any organization wanting to succeed. In a smart, entertaining, and fast-moving style, Robertson reveals the distinct patterns of a new breed of leadership, one that fits the landscape. The lessons here are insightful, valuable, and exactly what you need to thrive in uncertain times.”

**Alison Bodor, President, CEO, American Frozen Food Institute**

“Over the past 20 years, no one has done a more thorough job of exploring, discovering, and explaining the relationship between creativity and leadership. In this narrative, Larry Robertson challenges leaders to embrace uncertainty, foster a culture of adaptability, and address challenges and opportunities that meet short- and long-term goals. Robertson brilliantly blends what’s proven with what’s next. A terrific read for leaders and aspiring leaders of all generations.”

**Leo Bottary, Founder, Managing Partner, Peernovation, author *The Power of Peers***

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“Put simply, this is one of the most comprehensive leadership reads in recent memory. What Larry has captured is an outstanding cross-section of innovation, humanity, creativity, performance, and awareness.

My favourite chapter is undoubtedly 'It's the Culture, Stupid' which superbly articulates that the key to our organization's performance has been sitting in front of us the whole time. Some leaders will find it cutting, with dazzling quotes like "It's ironic that the greatest asset available to leaders is the thing they so often put last" pointing out drastic flaws in how we've been taught to think about business, and team success.

All-in-all, this is a superb read that will leave you with pages and pages of ideas on how to bring more rebel-thinking to your leadership. Will be valuable to anyone who manages people, in any discipline. This book is the rebellious read we all need.”

**Cody Royle, author *The Tough Stuff and Where Others Won't***

“With a mastery of the dynamics of business today, deep wisdom around effective leadership, and a rare clarity in understanding the sources of true innovation, Robertson shows us how a new brand of business leader will thrive in the maelstrom of ambiguity defining the landscape today and into the foreseeable future. The fluidity and complexity of the marketplace, of technology, and of organizations demand leadership that can flow in response, *Rebel Leadership*. As a small business owner in creative services, I appreciate how Robertson looks to unexpected sources, bringing together a cohesive and pragmatic vision for his innovative reshaping of what it means to lead today.”

**Arne Lang-Ree, Co-founder, Partner, Spanner Product Design Studio**

“How leaders choose to react and improvise is what will make all the difference between this being a catalytic growth period or the clamor before defeat. Larry Robertson's talent is cutting through the noise to get leaders focused on the roots of success: strong cultures, innovation as an everyday practice, and building the future today. *Rebel Leadership* will guide you to see the opportunities in front of your team—and to start making them a reality right now.”

**Charlie Gilkey**

**best-selling author, *Start Finishing: How to Go from Idea to Done*  
Founder, Productive Flourishing**

“Larry Robertson's new book is a must read for anyone in a leadership position in their organization (which, when you finish *Rebel Leadership*, you'll understand means you and each and every one of your colleagues!). Robertson adroitly points out the brittle, hierarchical leadership of old if ever effective, no longer is. We live in a time of flux and, paradoxically, that will be our one constant moving forward. So our approach to leading has to change, to adapt, to this new world. This is where Robertson's book shines – drawing on research and practical examples, he gives us the tools to embrace a new approach, a way to find and cultivate our organization's identity and, if you will, its soul. Rebel leadership is about divining and defining your organization's identity and its strengths, making its goals clear, and giving your team flexibility to achieve those goals. But enough from me... buy and absorb this book! Every page will give you pause and have you rethinking your approach to leadership.”

**Andrew Hall, Managing Partner, Grege & Sidney**

“In a time of historic uncertainty, we have a lucid and compelling case for certainty. Larry Robertson's *Rebel Leadership: How to Thrive in Uncertain Times* recognizes the need for a new take on leadership, from the bottom up and across cultures. *Rebel Leadership* is what book crafting is all about—engaging, informative, and especially forward thinking. It's on my bookshelf; it will be a welcome addition to yours.”

**James Klopovic, author *Becoming a New Wave Leader: Promise and Practices***

“Leadership has to change, and it has to change for good. Simply acknowledging that things are uncertain won't cut it. We must learn to adapt in perpetuity—not just leaders, but organizational cultures in their entirety. Using social sciences, neuroscience, and interviews with remarkable leaders and organizations thriving in today's volatile landscape, Robertson shares valuable ideas, analogies, and most importantly, changes in behavior that leaders—and everyone else—need to make the shift. This engaging, persuasive book will change your view of leadership forever and for the better.”

**Martha Blue, Founding Partner, Real Change Strategies**

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"Years of research and critical thinking come together in this timely, insightful and highly readable book. "Rebel Leadership" is full of applicable wisdom for our volatile and uncertain times. COVID has provided a universally accessible illustration of the complexities leaders face. Robertson offers smart distillations that we can use now and going forward. Love his focus on cultures of inquiry and leadership that moves!

**Lynn Borton, Host, *Choose to Be Curious* radio show**

*Rebel Leadership: How to Thrive in Uncertain Times* isn't the book you might think it is. It isn't a book advocating for rebellion for the sake of rebellion. And it is far from the typical leadership book that argues for some overly simplistic, one-size-fits-all recipe for how to lead. Instead, Robertson offers a new term and a new way altogether. *Rebel Leadership* is a view of leadership that not only takes the best of both "rebel" innovation and effective "leadership" and combines them in a wholly new way, it compellingly shows us a kind of leadership that actually fits these uncertain times. The book is compact, getting right to the heart of the matter. It's riveting and entertaining too, giving you the insights, research, and tools you need, delivered through engaging prose and captivating storytelling. Most of all, you'll finish "Rebel Leadership" with a clear sense of what it takes to make its powerful ideas your own. It's a book worthy of your time, and worth sharing."

**Noah Croom, Managing Partner, Beautiful Games Group  
Former Assistant General Manager, Minnesota Timberwolves**

"As change and uncertainty accelerate, today's organizations risk being engulfed by chaos or denying reality. *Rebel Leadership* gives us the framework to actively engage and build a more adaptable and agile culture to thrive. With page turning prose and compelling stories and examples, *Rebel Leadership* gives you a new, better, and more impactful view of leadership."

**Tripp Eldredge, President, CEO, DMR/Interactive**

"Any organization, and the individuals within it, are only as strong as the culture. Larry Robertson's new book takes Peter Drucker's "Culture eats strategy for breakfast" mantra and puts it into an actionable roadmap. Stop guessing at how to thrive in uncertain times and read this book. Better yet, make it your organizational compass."

**Laura Putnam, Founder, CEO, Motion Infusion  
author, *Workplace Wellness that Works***

Reading a book doesn't translate into new behavior, and encountering great or new ideas, while potentially game changing, doesn't automatically mean better results in work and life. Robertson's *Rebel Leadership* anticipates this challenge beautifully. Through layered storytelling and case presentation, this book covers a lot of ground in a very readable prose. It's well sourced, and well written, and in it I met lots of characters and organizations that were new to me (as well as revisiting many I knew). Throughout the book, Robertson regularly would take it up to the next level and I would find myself completely surprised by the elegant simplicity and profundity of the wisdom in this book. And, I mean wisdom. You will not be disappointed if you read *Rebel Leadership*."

**Paul Rogers, Associate Professor, University of California, Santa Barbara**

"It's not often that I read a book and then decide I need to take notes to remember certain phrases or concepts when I don't have to but in reading *Rebel Leadership*, there were so many gems that I did so. The author has a way with words that makes a book enjoyable to read and at the end, you feel like you have really enriched your knowledge. He talks about how leadership needs to change in a VUCA world (volatile, uncertain, complex, ambiguous) and how the way we view leadership can change to suit the times. I especially liked the way he presents the concept of a "culture of leadership" that is not reliant only on the person at the top but rather empowers others to contribute to the organization's leadership path. I also appreciated how the author gave real life examples to demonstrate the concepts in action using such companies as Pixar, Warby Parker, Airbnb and especially the story about how the coach of the Icelandic soccer team led them to qualify for the World Cup where they had a good showing. Anyone interested in leadership whether in a current position, aspiring to a leadership position, or just wanting to help their organization be responsive to changing times that results in improvement could find something worth knowing in this book. *Rebel Leadership* is both informative and inspirational."

**Betsy Bounds, Former Executive Director, Tucson Unified Schools**

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“From the very first paragraph, “Rebel Leadership” grabs you by the lapels and doesn’t let go! Like Robertson’s previous two books, this one is packed with stories, ideas and insights, as well as scientific research to help us navigate our constantly changing world. This book will motivate and inspire anyone who wants to excel in business and in life. It delivers greatly needed reassurance that we can continue to grow and learn and THRIVE in times of difficulties and uncertainty. Robertson shines a light on those who are succeeding at making the world a better place to give us a road map to do the same. Bravo!!!”

**Delia Sava, retired photojournalist and writer**

“It’s truly hard to lead right now, though it’s clear that leading as we once did no longer cuts it. The challenge is so great, it can be hard even to know where to begin. Begin with this book. As he has done with previous topics like entrepreneurship and creativity, in “Rebel Leadership” Larry Robertson does the homework for you about what it takes to lead with impact in volatile and complex times like these. He looks far and wide to reveal the patterns across a diverse range of research and an impressively diverse collection of people and perspectives from those in the trenches and succeeding despite the uncertainty around us all. The result is a framework, as the author puts it, of 5 insights that while each powerful and relatable, when used in combination make clear how to thrive in these uncertain times. This book will change your view of what it takes to innovate, create, and adapt right now. More than that, it will change your understanding of what it means to lead, and who needs to do it. (spoiler alert: it’s everyone)”

**Betsy Frantz, President, CEO Arlington Street People’s Assistance Network  
Former CEO Leadership Center for Excellence**

“How leaders choose to react and improvise is what will make all the difference between this being a catalytic growth period or the clamor before defeat. Larry Robertson’s talent is cutting through the noise to get leaders focused on the roots of success: strong cultures, innovation as an everyday practice, and building the future today. *Rebel Leadership* will guide you to see the opportunities in front of your team—and to start making them a reality right now.”

**Dr. Abraham Khoureis, Professor of Business and Leadership, University of Redlands**

“We are all leaders, but are we leaders for the future and the changes we are and will continually face? This book effectively tells us what REALLY matters: soul, culture, power source, the myth of the leader, adaptability and more. Through research, personal interviews with prominent leaders and engaging storytelling, a new view of leadership emerges. Do yourself a favor: Read *Rebel Leadership* by Larry Robertson. You will be inspired.”

**Judith R. Davis, Education and Leadership Development Advisor**

“This is Larry Robertson’s latest attempt to provide us with helpful concepts that can sharpen our leadership abilities and get you focused on goals again. As in his prior two books, he focuses on the internal mechanisms of decision making. But in ‘Rebel Leadership’ he makes his case partially based on current disruptions resulting from the Covid pandemic. That immediately makes his real-life examples relevant, pertinent, and timely. I was delighted to see that he placed emphasis on individual core values to serve as a foundation on which to build a framework that can support a “culture” guiding the outline of a dynamic blueprint for the future. Larry emphasizes that while the focus on individual values can provide the basis for the success of the entire organization, it requires internalization and adoption throughout the organization to function as the key to success and reaching your goals. This book contains valuable hints on how to enhance your leadership skills which will help you get there.”

**Harold E. Cross, MD, PhD, Professor Emeritus, University of Arizona**

“Want a fresh perspective on leadership – this is it, a refreshing book, absolutely worth your time!”

**Chicke Fitzgerald, CEO, Founder, Chief Rainmaker Solutionz Innovations LLC  
Host, The Game Changer Network podcast**

“Larry is such a thoughtful, creative, insightful writer. I always walk away from his work with a different interesting perspective, deeper wisdom and new inspiring ideas. I’d recommend this book to anyone seeking to learn and think differently.”

**Margarita Rozenfeld, Founder, CEO, Incite International**

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“Every leader should pick up this book. Larry was a guest on my MSNBC program Your Business where he shared his great insight on both creativity and entrepreneurship. With this new book, he has done the same for leadership. I know there are a lot of books on leadership out there, but I assure you that even if you have read many others, this one will make you think about something new. For anyone leading in uncertain times (which is all leaders today), this is an important read.

**JJ Ramberg, Co-founder, GoodPods  
Former host, MSNBC’s Your Business**

“For all of the leadership books that propose checklists and formulas and looking "somewhere else" for models, Robertson's emphasis on "looking within" while being agile is very refreshing and relevant for the times in which we live. This book is both timely and inspiring.”

**Blayne Smith, Procter & Gamble**

“Timeless yet perfectly timed *Rebel Leadership* acts as a clear roadmap for leaders navigating through particularly uncertain terrain. Larry's skillful distillation of compiled data gathered from deep experience, fierce curiosity, and keen ability to mine meaningful insights from thriving leaders results in an incredible gift to every leader who reads this book. *Rebel Leadership* is both a pleasure and an education. It’s a clear roadmap for leaders navigating through particularly uncertain terrain. Mariposa Leadership highly recommends it to entrepreneurs and storied leaders alike.”

**Allison Adams, Director, Mariposa Leadership**

“The timing of Larry Robertson’s new book, *Rebel Leadership: How to Thrive in Uncertain Times* couldn’t have been more prescient. Not only were business conditions increasingly uncertain in the first twenty years of this millennium but, now, post-COVID, there will be a need to understand and thrive in what will become the new abnormal. Business leaders can opt to wait out all of this disruption or, instead, become more knowledgeable to detect, understand and embrace ongoing uncertainty. Larry provides a useful and relatable manual for current and future business leaders to employ *Rebel Leadership* to create a sense of openness to challenge long-standing assumptions and create a framework for innovation. With this third book, we see interrelationships between entrepreneurship, creativity and now leadership. I can’t wait to see which aspect of business is covered in his next book!”

**Mitch Prayer, President, Cofounder, DEVEXI, LLC  
Former COO, NPR**

“Larry Robertson has done it again. He has parried astounding access to the country's top leaders with smart, insightful analysis. The prose is readily accessible, too. If you've read him in *Inc. Magazine*, you know he can make complex ideas understandable. This relatively quick read packs a lot of lessons for leaders of all levels.”

**Jon Gould, Dean, School of Social Ecology, University of California Irvine**

“Larry Robertson did an excellent job researching, interviewing, describing, and offering suggestions on topics that are so relevant today.... leadership, culture, and motivation ("superpowers" as Larry describes it). The book is clear, easy to read, engaging and backed up by numerous, highly credible sources. After reading this book it opened my eyes to more thought, and gave me specific areas to focus on within my own team.”

**Mike Gauthier, Founder, Creators of Culture**

“Work today feels like an endless calculation. Yet we also know that numbers alone can't quantify human contributions -- and you definitely need more than numbers to motivate, inspire and lead people. But we can be cynical about the potential impact of leadership. What Larry Robertson does in *Rebel Leadership* is point a way forward -- leaders and leadership approaches that are demonstrably successful but also are modern enough to invent the future in this uncertain, ever-changing world.

I enjoyed that it wasn't just theory -- you get a lot of case studies and examples from business, soccer, universities and more. And the book gradually weaves together a moral that if you have a "why," if you look to the long term and you inspire everyone to believe that creativity is something they possess, you have a better chance of thriving in today's uncertainty.”

**James daSilva, Senior Editor, SmartBrief on Leadership**