

# THE REBEL RULES

## Daring To Be Yourself In Business

CHIP CONLEY

**CHIP CONLEY** is the founder and owner of Joie de Vivre (meaning “joy of life” in French) Hospitality, a management company operating twenty-six businesses – hotels, motels, restaurants, luxury campgrounds, bars and luxury day spas – generating revenues of \$60 million per year. In addition to being awarded “Entrepreneur of the Year” and “Guerrilla Marketer of the Year”, Chip Conley has also been profiled in feature stories in *The Wall Street Journal*, *The New York Times*, *USA Today*, *Time* and *People*. He has a B.A. and an M.B.A. from Stanford University. Prior to starting his company, Chip Conley was a Project Manager and Partner with Bay West Development and an Associate with Morgan Stanley Realty.

Chip Conley's Web site is located at <http://www.rebelsrule.com>.

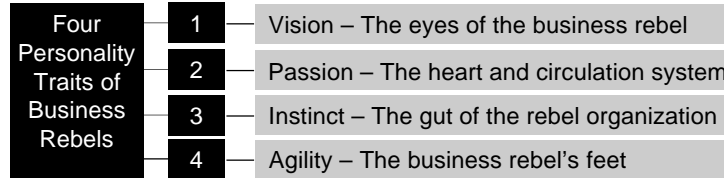
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**MAIN IDEA**

In the 1960s, rebels staged revolutions to try and change the world. Today, the rebel entrepreneurs who start new companies which break the established rules are the folk heroes of the business world.

Why are business rebels so likeable? Mainly because everyone realizes we live in a time of ongoing rapid change and daring leaders who are prepared to take risks and break-all-the-rules are our barometer to a brighter future and a better way of getting things done. In other words, business rebels illustrate the fact you can be yourself in business and still succeed – you don't necessarily have to conform and do what everyone else has done in the past.

Business rebels who succeed in standing their ground against the voice of conventional wisdom have four personality traits in common:



In the years ahead, those who use the old rule books are going to be increasingly left behind as the world rapidly evolves around them. To succeed and hopefully excel, everyone is going to need to become a business rebel to one degree or another.

**Rebel Trait #1 – Vision – The Eyes . . . . . Pages 2 - 3**

Rebels make the complex simple and believable. They imagine the future and then articulate vividly what they see in today's terminology so others can get involved as well. That vision provides rebels with all the guidance they need to know what to do and in which direction to move.

A successful business rebel also generates an organization full of people who buy into their vision. Of necessity, that type of organization will always be quite experimental while people find out what their specific part should be. But above all, the vision will resonate with and inspire everyone involved.

**Rebel Trait #2 – Passion – The Heart. . . . . Pages 4 - 5**

Passion is the fuel that keeps business rebels moving towards their vision. Passionate rebel leaders create a great business work climate because it is filled with people who are inspired by the vision and committed to actually doing whatever it takes to achieve it.

Passionate rebel businesses treat their work climate as if it were a brand. Invariably, they end up with a work environment which is centered around the ideal of working hard and playing hard. They do things differently and with enthusiasm because their company climate is a natural extension of their shared quest for realizing the vision.

**Rebel Trait #3 – Instinct – The Gut . . . . . Pages 5 - 7**

Instincts reside in the gut of the business rebel. They have the innate ability to cut through the fancy trappings and address the key challenges and opportunities that will ultimately mean the difference between success and failure.

Organizations led by a business rebel put more emphasis on the desire to know more than on what is already known. In other words, knowledge is great but intelligence or the ability to apply knowledge appropriately is even better, and that's where corporate instincts really come to the fore. Savvy businesses are learning all the time – by asking questions, challenging assumptions and reveling in the opportunity to grow and improve.

**Rebel Trait #4 – Agility – The Feet . . . . . Pages 7 - 8**

Rebels have an in-built bias towards results and action. They are perfectly willing to change direction, to improvise, to set priorities and to be highly adaptable just so long as they are continuing to make progress towards realizing their vision.

That agility and focus on results achieved provides balance – the foundation for everything a rebel attempts to accomplish. Without good balance, no amount of vision, passion or instinct will ever come together successfully. Balance ensures good foundations are always put in place first.

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