



Leading Like a Renegade

Amy Jo Martin, *Digital Media Pioneer and Best-Selling Author*

When Amy Jo Martin, digital media pioneer and best-selling author, decided to go against the status quo and do things her own way, her boss labeled her a “renegade” and she’s owned the term ever since. In her talk at [Leadercast 2020—Positive Disruption](#), Amy encourages leaders to lead like renegades for positive disruption.

“Renegades are all about positive disruption, not destruction,” she says. “Renegades are constantly asking, ‘Why not now? Why not me?’ They go from the known into the unknown... Renegades are definitely comfortable with getting uncomfortable. They thrive and crave that feeling.” She shares five rules for establishing a renegade mindset.

why not now? why not me?

Understand the worst-case scenario. When you have an idea of the worst thing that could stand in the way of your “why not now?” idea, you realize how long it would take to get to get there. By doing this, Amy says you’re putting logic in the driver’s seat and fear in the backseat.

Don’t give yourself an out. Amy advises to put a mechanism in place that holds yourself accountable and forces you to move forward.

Leverage adversity. Use it as a springboard to move forward. “Don’t ask, ‘Why is this happening?’” she explains. “Ask, ‘What is this here to teach me?’”

Be hyperaware of your mental, physical and emotional awareness. Amy says this should serve as your internal GPS, and the information you gather from it can be used to guide you on next steps.

Have strong operating and belief systems. The two are in sync. Your operating system is how you navigate your days, meetings, etc. But your belief system is the big picture. You should be able to flip back and forth between these two.