

# Oh no!

I am a **REBEL**,  
now what?!?

How to become more  
effective and loveable  
when you are a rebel

SIMONE VAN NEERVEN

Simone van Neerven is a rebel herself. She knows what she is talking about. After a long and successful corporate career, she quit and founded her company 'reBella'.

She is now on a mission to create a better understanding of rebels. She is passionate about unleashing rebel talent within organisations and beyond.



# Hello there!

Lovely to see you here.

Did you know this booklet is part of the **REBEL**- series?

Oh no! We have a **REBEL** in our team

Oh no! I am a **REBEL**. Now what?!?

Oh no! Our **REBELS** are leaving!

And more to come!

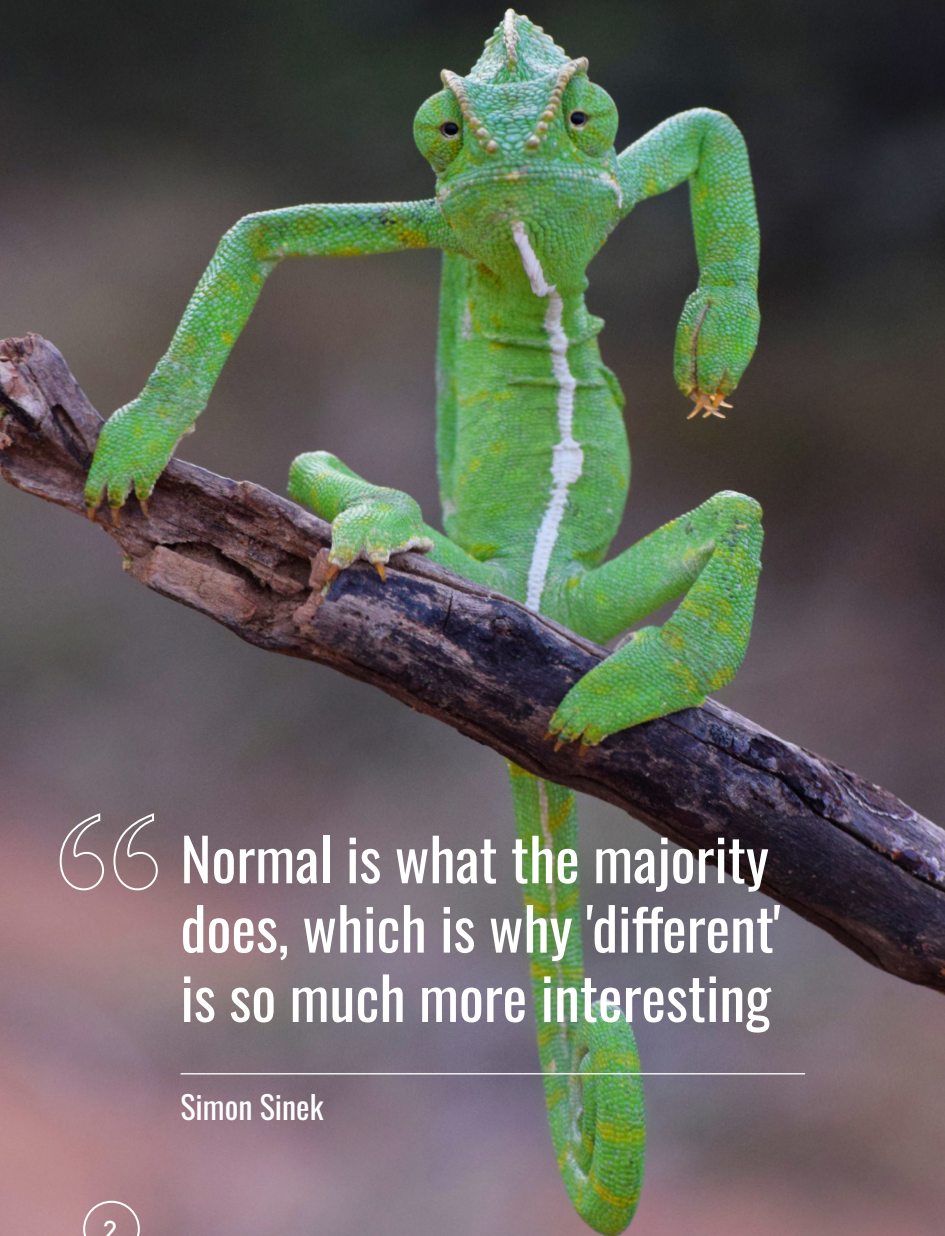
Learn more about the rebel-series  
and stay tuned



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“Normal is what the majority does, which is why 'different' is so much more interesting

---

Simon Sinek

# REBELS ARE PASSIONATE CHANGE MAKERS

Rebels are the ones who change the world for the better with their unconventional outlooks. They challenge the status quo rather than adhering to what is safe and comfortable, or relying on routines and tradition.

Rebels have keen eyesight and see problems coming from miles away. They pick up on developments and trends that so far have gone unnoticed. Rebels think and act differently and inspire others to do so as well.

They are generous and compassionate, and help one another succeed while they stay true to themselves.

It does not always come easy, though. Often, they are far ahead of others. They need to be prepared for the fact that people will misinterpret them and dismiss their ideas as 'weird' and 'this will never work'.

Rebels speak up when everyone else remains silent and that takes a lot of courage.

*It is not rebels that make trouble  
But trouble that makes rebels*





# 'Re – bel' =

## **Curious**

Ask questions, judge less, crave novelty,  
remain open to different perspectives



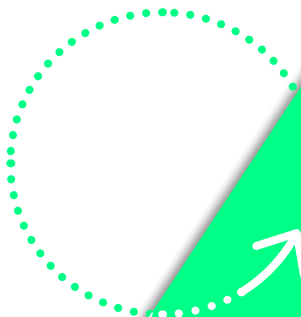
## **Creative**

Cultivate serendipity, connect ideas,  
turn problems into opportunities



## **Courageous**

Dare to be you, be brave enough  
to speak up, take ownership



**INNOVATION**

**THE ULTIMATE PURPOSE OF DEBATE IS  
NOT TO PRODUCE CONSENSUS, BUT TO  
PROMOTE CRITICAL THINKING**







THE HIGHEST  
COMPLIMENT FROM  
SOMEONE WHO  
DISAGREES WITH YOU IS  
NOT "YOU WERE RIGHT".  
IT IS "YOU MADE ME  
THINK"





“The only way to change  
someone's mind is to connect  
with them from the heart

---

Rasheed Ogunlaru

# CHANGING A MIND IS LIKE DANCING, NOT FIGHTING

When we try to persuade someone, we often take an adversarial approach which leads to a defensive response. From Adam's Grant book 'Think Again' we learn that a more collaborative approach pays off.

Collaborator  
Average      Skilled

11%

38%

## *Find common ground*

Willing to listen to the other and give them credits for it makes you a reasonable and open person.

9.6%

21.3%

## *Ask questions*

Don't convince the other that you're right; open their minds to the possibility that they might be wrong. Their natural curiosity will do the rest. It's like in a dance, you lead by letting your partner step forward.

3.0

1.8

## *Number of reasons used*

Instead of sharing many arguments, only share your strongest few. A weak argument generally dilutes a strong one.

6.3%

1.9%

## *Use defend attack spirals*

Don't go into offense or defence as this prevents both sides from opening up their minds.

# YOU WILL ALWAYS HAVE NAY-SAYERS

Back in the 1970s, most pop songs were simple, not very original, and typically just 3 to 4 minutes long. Bohemian Rhapsody broke all these rules. It was nearly 6 minutes long, and it was a mixture of six different music styles, each with a different tempo. It even included opera.



So, when Freddy Mercury proposed Bohemian Rhapsody to his record producers, they were not enthusiastic at all and rejected the song. But Mercury had a strong belief in this song and did not just want to give up on it.

He asked his DJ friend Kenny Everett to play it on the radio over the weekend to test it out. The audience loved it and many fans headed to music stores to buy the record. Unsuccessfully, as it was not available. The producers took notice and finally decided to release the record after all.

Bohemian Rhapsody became a massive hit and it is one of the most popular songs of the past century.



