

# THE REBELLION

## AMBASSADOR PROGRAM (NO COST)

**We Exist to Ignite Change.  
The Impactful Kind.**

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**WE ARE A COMMUNITY OF INDIVIDUALS WORKING TOWARDS  
CREATING MORE IMPACTFUL ORGANIZATIONS.**

The Rebellion believes that through more impactful leaders, organizations become more impactful. The more that individuals in decision-making roles are aware of their impact potential, the more decisions are taken considering factors beyond traditional business operations.

There is not one way to start, but there is a starting point.

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# WHAT IS AN AMBASSADOR?

NOT EVERYONE CAN BE ONE. NOT EVERYONE SHOULD.



Ambassadors play a pivotal role in advancing the mission of The Rebellion by engaging with leaders from various sectors and inspiring them to embark on their own **Impact Journey**. Ambassadors are passionate advocates for creating impactful organizations and are dedicated to spreading awareness about the importance of more impactful leadership.

The Rebellion Ambassadors:

- Embody The Rebellion community values and principles.
- Are passionate advocates for creating impactful organizations and conscious leadership.
- Engage with leaders from various sectors to inspire their own Impact Journey.
- Possess deep understanding of the far-reaching ramifications of leadership decisions.
- Well-versed in The Rebellion's framework and its transformative power.
- Actively engage with leaders to encourage conscious business operations.
- Serve as mentors, guides, and sources of inspiration for creating impactful organizations.
- Are change agents in their own organizations.
- Believe impactful leaders lead to impactful organizations.
- Contribute to building a global network of leaders dedicated to positive change.



# AMBASSADOR 'S BENEFITS & RESPONSIBILITIES

BECAUSE ONE PLUS ONE SHOULD BE MORE THAN TWO

The Rebellion Ambassadors is a limited group of individuals, strategically selected for their leadership and influence within an area of expertise, location, and candidly, because we admire them! We see them as an extension of our culture and mission.

Once you become an ambassador to The Rebellion you join our most trusted group of leaders, and that comes with benefits and responsibilities.

## BENEFITS OF THE REBELLION AMBASSADORS

- Expenses covered for attending 1 TIE per year anywhere in the world (minimum number of attendees required).
- Possibility of co-facilitating an Impact Session either at a TIE or remotely during monthly/quarterly Rebellion check-ins.
- Access to the attendee list for a TIE before and during the event.
- Ability to interact and engage with attendees on the TIE Platform.
- Cross-marketing of the Ambassador's brand and organization on The Rebellion's platforms before, during, and after a TIE.
- Access to speakers and Rebellion staff.
- Discounted cost for TIE attendance after the second experience in a year.
- Ability to provide 2 discount codes for TIE Attendance to your referrals.
- And more!

## MAIN RESPONSIBILITIES AS A REBELLION AMBASSADOR

- Embrace The Rebellion's messaging and content.
- Advocate The Rebellion's mission and vision within your own networks.
- Spread the word using your own or The Rebellion's content.
- Re-share, comment, and post when possible on your social media platforms.
- Actively meet with The Rebellion staff at least once a month.
- Attend 1 TIE every 12 months.
- Host an online Impact Session every 12 months.
- Refer possible Rebels whenever possible.



# THE IDEAL REBEL PROFILE

**IT'S KEY TO KNOW WHO TO BRING ON. AS AMBASSADOR YOU'LL HELP US REACH THE RIGHT AUDIENCE.**

The ideal rebel is a leader who combines their decision-making power, influence over others, and deep connection to their organization's mission to drive positive change. They embody the spirit of The Rebellion by championing a more mindful and purpose-driven approach to leadership or have shown interest in becoming one, and collectively shape a better future.

## **MUST HAVE THE FOLLOWING CHARACTERISTICS**

- Hold a leadership position within their organization.
- Acts as a decision-maker and has influence over at least four individuals within their team or organization.
- Is deeply connected to their organization's mission and values.
- Be authentic.

## **NICE TO HAVE CHARACTERISTICS**

- Recognizes the broader impact of their decisions beyond immediate business operations.
- Possesses a strong sense of purpose and aims to create a positive and lasting impact in their industry and society.
- Embraces innovation, challenges norms, and seeks to improve organizational practices.
- Seeks to learn from and contribute to a diverse network of like-minded leaders.
- Champions a mindful and purpose-driven approach to leadership.

### **MENTORING**

**If you, as an Ambassador believe someone is on the path to becoming an ideal Rebel, the candidate can attend a TIE with you as Mentor.**

# THE REBELLION LINGO

{ BECAUSE YOU ARE OUR VOICE, YOU MUST KNOW OUR LANGUAGE }

## IMPACT JOURNEY

The Rebellion Impact Journey is all about becoming a more conscientious member of your business ecosystem. It's like a **road map** that guides you, as a community leader, through stages to align your personal and professional values with the community you serve, the environment, and the people you interact.

**We use the four elements Earth, Water, Air, and Fire, as a symbol of the connectivity The Rebellion strives to embrace.** The Rebellion's Impact Journey has four main pillars to help you figure out your impact purpose, set a clear direction, and take action towards your impact goals.

## TRANSFORMATIVE IMMERSIVE EXPERIENCE (TIE)

TIEs are multi-day leadership and impact focus retreats that are transformational for the attendees. Experiencing a TIE is The Rebellion's way to spark and enable impactful change back home, wherever home is for you. We strive to have between 25-45 Rebels attending.

You can always find the opened TIEs on our website at [rebellionimpactgroup.com/experiences](http://rebellionimpactgroup.com/experiences)

## REBELS

We call Rebels to those leaders that have taken the first step of joining The Rebellion. Currently, attending a TIE is the main way to join the community and becoming a Rebel. A Rebel, is someone that is actively pursuing becoming a more impactful leader and is part of the community.

## IMPACT

At The Rebellion, we define Impact as the measurable and meaningful effect or influence that a particular action, event, or phenomenon has on individuals, communities, societies, or the environment.

## IMPACTFUL LEADER

Those who can inspire and guide others to achieve meaningful and positive outcomes. For The Rebellion someone who leaves a lasting and positive legacy by creating opportunities, empowering others, and making a significant difference in the world. At The Rebellion, we refer to these individuals as "Rebels".



# IMPACT JOURNEY



{ THE PROCESS OF BECOMING IMPACTFUL. ALSO HOW RETREATS (TIES) ARE STRUCTURE. }

**The Rebellion Impact Journey** is all about becoming a more conscientious member of the business ecosystem. It's like a road map that guides you, as a community leader, through steps to align the Rebel's personal and professional values. The Rebellion's Impact Journey has four main pillars to help you figure out your impact purpose, set a clear direction, and take action towards your impact goals.



## GROUNDING

The first pillar, "**Grounding**," is the foundation of the Rebel's Journey. It's all about getting to know yourself better and figuring out what impact values are important to you, and by default your organization. You'll also be able to identify any challenges and conflicts that might come up while developing a deeper understanding of yourself.



## PURPOSE/POTENTIAL

The second pillar is "**Purpose/Potential**", where you'll dig deep to uncover your passions and motivations, driven by your values set on the first pillar. You'll create a clear purpose statement for what you want to achieve, and set meaningful and achievable goals. This stage is where you set your impact goals that will serve as compass throughout your journey.



## DIRECTION

The "**Direction**" pillar is where you'll create a plan for success, a framework of how to operate and achieve your goals. You'll learn about impact goal-setting, tracking, and the importance of a consistent and focused approach towards including impact in your decision-making process. During this stage things start to take shape and become tangible to your organization.



## ACTION

Finally, the "**Action**" pillar is all about taking concrete steps towards achieving your goals. Accountability is key and during this stage you will learn how does it look like for impact. You'll get support and guidance along the way to help you overcome any obstacles you might encounter on implementation. Time to act, time to walk the talk.

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**THE  
REBELLION**

Somerville, United States  
rebellionimpactgroup.com  
+1 (508)-216-0080  
impact@therebellioncg.com

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