

Renegades

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ISBN2 979-8-3993902-0-8

Captured, Curated, and Articulated McKenzie Reeves Decker

Proofreader Hannah Vincent and Keith Wasserstrom

Front Cover Jen Odom

Book Designer Jen Odom

Printed and bound in the United States of America.

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The



Dilemma



Chapter 0

THE DILEMMA

I never set out to write a business book.
Seriously. Who needs *another* business book?
And yet... here we are.
Not because I became an overnight expert.
Not because I was suddenly struck with inspiration.
Not because my ego got the best of me.

Here's what changed my mind:

The book I needed, I couldn't find anywhere...

The book that helped me do a tough, lonely job...

The book about how to **keep your freedom as an entrepreneur and not get stuck in the grind of a growing business.**

When I started coaching founders, and I saw I wasn't the only one who needed a better way, that's what changed my mind.

As a founder, you are the only one who cares about the future of the business, the product, the ideas, all the revenue streams, relationships, and clients for a long time, years maybe. Most of us start out without a capable team so we had to do all the **stuff**. And for a while, that works... until it doesn't.

Overtime, if we run the business well enough, we end up needing to build a team to help pave the way forward. But when that happens, suddenly we have more cats to herd and problems to solve than ever before. Worst of all, the energy and focus we need to really do our jobs—the job of the leader charting the course, bettering the product, or unlocking the market—gets swallowed whole by day-to-day chaos.

As I've faced this challenge over the years, I've learned a few ways to get beyond the chaos. Looking back, I think entrepreneurs like us need a resource that helps us have the freedom to keep building and dreaming about our business that doesn't require every aspect to orbit around us when it should leverage the best of us.

I always felt like the freedom I had when I started a business was just out of reach as the business grew, and I struggled to get it back. I felt like my options were to give up trying to get that freedom back, or give up the business so I could have my freedom.

In the decades I've spent building and coaching businesses, I've continually run into the mess so many of us face when we go from lone ranger to suddenly herding a stampede.

If you're like me, you've read all of the classic business books to find the solution.

We gain a little freedom when our businesses have better systems, so we've read about systems. We enforce structure, hierarchy, and the rules we play by.

There is so much wisdom to gain from the business gurus who told us how great businesses are run—

<i>The Advantage</i>	by Patrick Lencioni
<i>The E-Myth</i>	by Michael Gerber
<i>Good to Great</i>	by Jim Collins
<i>Principles</i>	by Ray Dalio
<i>Rockefeller Habits</i>	by Verne Harnish
<i>Traction</i>	by Gino Wickman
<i>The 4-Hour Work Week</i>	by Tim Ferriss
<i>Measure what Matters</i>	by John E. Doerr
and so many more.	



The systematic thinking of these leaders changed the way so many of us run the day-to-day of our organizations.

But the business feels dead inside if it's all about following rules and meeting protocols. We recognize that we didn't just need systems, we needed "soul" to make the business come alive—culture, purpose, leadership to make what we're doing matter.

So we've all read books about that, too.

*How to Win Friends
and Influence People* by Dale Carnegie

*The 7 Habits of Highly
Effective People* by Stephen Covey

*5 Dysfunctions
of a Team* by Patrick Lencioni

Dare to Lead by Brene Brown

Start with Why by Simon Sinek

The Culture Code by Daniel Coyle

and so many more.



All of these books are wonderful and incredibly helpful. I'd even say they're necessary. They reshape the way we interact and lead in our work. Frankly though, they all just left me with more to do. I wasn't feeling like I had regained my sense of freedom. I was still head-down trying to keep the wheels from falling off.

I was left asking:

How do I actually do ALL of this and get the real me back?

How does it all fit together in a way that doesn't compound my work?

I needed someone to release the pressure valve, not add more to my to-do list.

There was also another tension to contend with inside the business itself:

If I systematized everything, we'd build a rigid box around everything inventive we'd created. That didn't feel right. My business would become just another soulless machine making average widgets.

And if I wanted to instill a real soul in our business, I knew it would be messy, hard to carry out, and maybe even useless. Soul seems elusive, soft, and hard to quantify. Worst of all... what if I failed? What if nobody "got it" or it didn't make a difference?

Then I realized I had a much bigger challenge in front of me than the one I was trying to solve. It had nothing to do with anything I'd read.

My dilemma was this:

1. I don't like systems. I don't like rules. I don't want to be confined or restricted. I am a Renegade! Systems would kill the very nature of me.
2. I was stuck trying to make the best choices for the business. I felt like I had to choose one and lose the other: the systems or the soul. The business needed systems. It needed boundaries. It needed more clarity about the direction we were going than to follow my current whim. It needed to have some control.
3. I desperately needed to regain the freedom to be the Renegade, visionary, founder, inventor, and dreamer while my business scaled.

This was the problem I needed to solve.

If that tension and deeply-held desire feels relatable, welcome to the club.

You are a Renegade.

I'm glad you're here.

If you're working with (or surviving) a Renegade, I'm glad you're here as well. This book will help you understand this seemingly untameable human being and partner with them. And maybe, just maybe, it will awaken a little Renegade within yourself.

I wrote this book for us to find a way to have our freedom without sacrificing any of what we've built. To lead as Renegades—free to imagine, focus on the future, and chase possibilities, while building a healthy, stable, mature business to scale.

This book is for those of us who are ready to cross the gap from being the Renegade-Founder to being the Renegade-Leader of an audacious team, one that will move beyond anything you could build on your own.

I've found that freedom comes to us when we let go and invite in a team of capable leaders to help us take our dream to scale. But let's be clear—we're not going to play by the rules as they're set. Again—not how I roll—and not how you do either. Let's reimagine what it looks like to get ahead, build the business you dream of faster, more efficiently, and holistically *without* trading your soul.

Welcome to the *third option. Renegades.*

Before we dive in, I have to warn you, this new way of thinking about your business isn't for everyone.

Don't read this book if...

- ✦ You want to remain oblivious to the problems you're causing.
- ✦ You're unwilling to face your fears.
- ✦ You refuse to lean into your own vulnerability.

Because the third option is as much about looking inward at yourself as it is about evaluating your business.

Your ability to own up, grow up, let go, be vulnerable, and move forward with courage is everything.

Let's *ride!*

LET'S
RUN

