

EP. 009 PLAYBOOK

PROUDMOUTH'S RISE ABOVE THE NOISE PODCAST
INSIGHTS FROM SUMMER JELINEK, KEYNOTE SPEAKER, PHD
CANDIDATE, AND NEURODIVERGENT LEADERSHIP COACH



This Is Not Just a Playbook. It's a Living Strategy.

Your evolving blueprint to make your voice impossible to ignore, build lasting authority, and turn influence into opportunity.

How to Use This Playbook

- 1 **Take Action**
- 2 **Refine as You Grow**
- 3 **Stack Insights**

Hashtags for Search & Sharing

#RiseAboveTheNoise #BeYourOwnLoud
#ProudMouth #ContentWithImpact
#PodcastStrategy #NeurodivergentLeadership
#LeadWithWeird

ProudMouth Pro Tip:

Don't water down your story.

Your quirks, insights, and lived experience are your strategy. Give people a reason to connect with the real you.

Core Insights & Plays Pillar: Authenticity in a Noisy World

Summer Jelinek, a former Disney executive and now a keynote speaker and coach for neurodivergent professionals, built her platform by doing the opposite of what many experts are taught: she stopped trying to fit in. Her journey shows that standing out is not about polish; it's about owning your truth and letting your people find you.

1. **Lead with your weird:** The turning point came when she shared her autism diagnosis and saw her highest engagement ever.
2. **Say something that matters:** She challenges the outdated belief that autistic people can't lead effectively. This message isn't just bold; it's backed by experience and research.
3. **Deliver the magic:** Leaders create magic by bringing personal connection, consistency, and care to the way they show up.
4. **Hyperfocus is a tool:** Summer uses focused time blocks to lean into her productivity rhythm.
5. **Build community your way:** Forget what others are doing. Summer connects with her audience through weekly videos and emails.

Your 5-Step Sprint:

1. Block two 90-minute windows this week for deep, uninterrupted focus.
2. Write one post sharing a personal insight your audience might relate to.
3. Review your current messaging: where are you conforming instead of connecting?
4. Make it easier for people to contact you; ditch the friction.
5. Ask a trusted partner to validate your next bold move; then go do it.

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