

ENDORSEMENTS FOR UNRULY

The rule of law is sacrosanct in our democracy, for good reason. In this brilliant book, Wittenberg Weiner lays out her Unruly ways to make an impact - in your business, your community, and political systems - while making the most of governing rules. She'll show you how to reach your unique breakthrough point within any system or organization.

-Jocelyn Benson, Michigan Secretary of State and author of The Purposeful Warrior

As a Navy SEAL, mission outcome matters most, but mission success relies on rules, standards, and morals along with adaptability and innovation. *Unruly* leverages a special operator's mindset to complete your personal missions effectively. Lauren and her team took the Special Operations community by surprise in 2018 by winning a massive award as a non-operator and a female, but she won them over with her authentic Unruly approach and exceeded everyone's expectations.

-Vice Admiral (retired) Sean Pybus, former Commander, Navy Special Warfare Command and Deputy Commander, Special Operations Command

Leaders are called upon to wear many hats and must meet high standards while also innovating new pathways. *Unruly* provides a masterful guidebook to exceeding these expectations by blasting right past conventional thinking. If you are a leader in any capacity, you need this book!

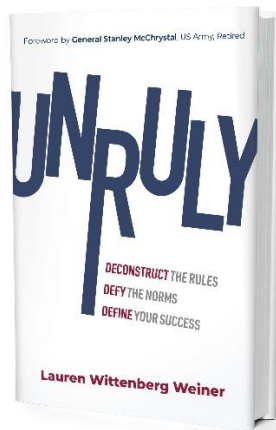
-Cristal Gary, CEO of Meridian Health Plan of IL and former Deputy Governor of IL

As an entrepreneur, a community leader, and even as a hockey mom, Lauren Wittenberg-Weiner has accomplished things others thought impossible. This book is a must-read for anyone looking to leverage their hard work and unique abilities to challenge and upend the status quo.

-Steve Griggs, CEO of Vinik Sports Group and the Tampa Bay Lightning hockey team

In a world of formulaic advice and the prescribed paths to success, *Unruly* offers a necessary look into how unconventional paths are a feature, not a bug. This book isn't about breaking rules, it's about breaking new ground. Lauren masterfully outlines how understanding the true nature of rules—as starting points rather than endpoints—can transform perceived barriers and create your own success, while lifting others up along the way. Lauren's guidebook is a must-have for entrepreneurs striving for their authentic path to success.

-Mallun Yen, Founder and CEO, Operator Collective



Lauren Wittenberg Weiner has been quietly operating in the most elite levels of our military support structures. Her Unruly approach to business, politics, and life overall is a game-changing shift to find newfound success on every level. Lauren teaches how to take on the status quo while staying true to your highest standards, working with intelligence, persuasion, collaboration, and the greater good as your guide. Unruly shows you how to do good while doing well, in any realm of your life.

- Patrick Murphy, first Iraq War veteran elected to Congress; 32nd Undersecretary of the Army

Lauren Wittenberg-Weiner is smart, insightful, and always on point. She understands, as I do, that when operating in a political system where the odds, numbers, and rules are stacked against you, you must find or even create new pathways to achieve your desired outcomes. With her expert guidance, Lauren offers strategies to navigate what can feel like hostile or unfriendly terrain with minimal setbacks. Her approach will show you how to be effective and collaborative, empowering you to stand your ground, claim your space, and soar to new heights.

-Fentrice Driskell, Minority Leader, Florida House of Representatives

Unruly takes us on an all-access tour of our interactions with rules. It provides a smart approach to decoding, working within, stretching beyond, and ultimately writing your own rules within which you can thrive.

-Robert Grammig, Chair and Chief Executive Officer, Holland & Knight LLP

For anyone frustrated by the constraints of rules and policies, this book offers fresh thinking about how to get things done. I have seen, both from the inside and the outside of the Department of Defense, the need for, and the impact of, the Unruly path. Lauren's approach made an outsider a trusted insider while repeatedly challenging the status quo and improving outcomes in the Department of Defense without ever breaking the rules.

-Wendy R. Anderson, former deputy Chief of Staff to the Secretary of Defense

Dr. Wittenberg-Weiner understands, from experience at the highest levels of government and as a highly successful entrepreneur, that rules are parameters. She details in this superb volume that success depends both on understanding and following the rules AND on figuring out when and how best to stretch those rules to their limits, or when to push to change the rules. Those who have to navigate complex rules and regulations of any kind can finally learn how to decode complexities and carve out a path to unbridled success.

-Dr. Stuart Shapiro, Dean, Bloustein School of Public Policy at Rutgers University