

# The Rules

10 ways to live and lead from your core in a way that is  
anything but ordinary

**EXECUTIVE COACH - ANYTHING BUT ORDINARY**

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# Let's get started

I've been called a rebel and a rulebreaker my entire life. So, with that in mind, can I really call this a rulebook or is that hypocritical?

It's a guidebook/rulebook/playbook/collection of bullet points of things that have helped me and my clients to start living life as core-led women.

But I like the sound of the '**Rules for the rise of the Core-Led Woman**' so we'll stick with rulebook, even though it's more of a breaking the rules book!

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*Kelly*





# WHAT DO I MEAN BY CORE-LED?

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Ever had lower back pain? Lower back pain can be caused by weak or weakened core muscles.

Ever tried a balance in yoga? You need good core strength in order to balance effectively?

Ever tried to hold plank position? Good luck without your core muscles working.

Strong core muscles help athletes. That's because weak core muscles can lead to fatigue, less endurance and injuries. Weak core muscles can leave you more prone to poor posture, lower back pain and muscle injuries.

What about the Earth's core? Apparently, and I'm no scientist, when the Earth's core disappears, the structure of the Earth would then collapse.

## WHAT'S ANY OF THIS GOT TO DO WITH YOU?

When you were born, you came into the world whole. You knew who you were and what you wanted. Over time, you've been told and taught and conditioned to be less you.

Being Core-Led is about getting you back to your true self. The part of you that is strong, whole and knows what it wants, no limitations, no expectations, just you, being you, **living and leading from your core and creating a life and career that is anything but ordinary**.



## CORE-LED

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When you live and lead from your core you are happier, healthier, more balanced, have boundaries in place and you thrive.

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*Kelly*



# THE RULES

YOU DON'T HAVE TO FOLLOW WHAT I'VE INCLUDED HERE.  
YOU DON'T EVEN HAVE TO READ IT. YOU COULD USE IT AS A  
STARTING POINT TO GET YOU OUT OF THE TRAPS UNTIL YOU  
FEEL ABLE TO CREATE YOUR OWN RULES. OR, YOU CAN  
FOLLOW IT ALL.

The thing is, it's your choice because you are in charge. You are the boss of you. And you can live your life in whatever way you want.

## ALL I KNOW IS THIS.

It's time to rip up the rules that are holding us back. **We have been kept small, for too long.** It is time for the Core-Led Women to rise. It is time for the Core-Led Revolution. It is time for change.

And whilst I can guide you and help you and support you, YOU are the one that needs to create the change.

YOU have all of the answers inside you already.

YOU are capable of being, doing and having everything you want.

YOU, are already all that you need to be.

## YOU just need to change the rules of the game!

I realised that when I was creating and following my own rules and living life from my core, magic happened, everything felt easy, 'in flow' and it all just clicked. But when I wasn't living life from my core, things got hard, they felt disjointed, and I became fixated on looking outside of myself for answers, instead of within, even comparing myself to and judging others.

Focusing on the rules made by others and ignoring my own rules, became an easy way to step away from who I am at the core and into a mode of blame. Holding other people's wants, needs and desires at the forefront is often easier than doing what we want and need for ourselves. It's not always easy creating a life based on our own rules, but it's not as hard as living a life on someone else's terms.



## THE RULES FOR YOU, UNTIL NOW, HAVE PROBABLY LOOKED A LITTLE SOMETHING LIKE THIS;

Always put others first

Don't be selfish

Work hard

Don't complain

You have to earn time off before you can feel worthy of taking it, and even then you don't really deserve a proper break

Don't talk about your achievements, it's rude and obnoxious to gloat

You can't have it all

Fit in, don't stand out, nobody likes an attention seeker

You must find your why and your purpose if you want to live a fulfilled life

You must climb the ladder if you want to be successful

You must find your niche

Be confident, but not overly confident

Speak up in meetings, but don't be too vocal

Don't talk about money, or salary, or how much anything costs, it's vile

Be calm and composed, always. Nobody loves an emotional woman

Carry on regardless

Always be loyal, patient and kind, to others, but not to yourself. Be tough on yourself, it helps with building your resilience

Be generous, with your time, your energy and your money

Don't talk about your problems, nobody likes a victim

Smile, even if you don't feel like smiling

Just say yes and figure out how later

It's better to burn out than give up or fail

Strive for work-life balance, but don't implement boundaries to actually create it

Self-care is important, but only when you've completed everything on your list

Tired is a state of mind, keep going

You can't be nice and be a successful leader, and we're sure you'd rather stay nice than be successful in your career

You should always be grateful, no matter the circumstances

Hide your insecurities always, vulnerability may be a buzzword but we don't really want to see it

Mental Health is a mindset, keep quiet and carry on



Accept your flaws and then fix them quickly, or hide them  
Dream big, but not too big, you don't want to make anyone look bad, and anyway, that's far too much to be focused on with everything else you need to focus on at home  
Hustle harder  
Don't be too much, of anything  
Don't be too ambitious, empires are not for you  
Don't make others look bad  
Don't make others feel bad  
Keep your opinions to yourself  
Don't wear that  
Don't do that

**I spent years of my life and many of the early years in my career listening to all of these rules that everyone else was creating for me.**

And then I realised that all of these rules were created by people who wanted to limit their own lives, or who were afraid of other people standing in the spotlight. They weren't rules that should actually be followed, and yet so many of us do, because we want to fit in, be liked, not rock the boat and not upset people.

**BUT IN THE PROCESS OF KEEPING EVERYONE ELSE HAPPY,  
WE LOSE OURSELVES.**

## THE RULES

“

**It's time to rip up the rules  
that are holding us back. We  
have been kept small, for  
too long.**

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*Kelly*



# MY CORE-LED LIFE VS MY NON-CORE LIFE...



LOOKS A BIT LIKE THIS:

## CORE-LED LIFE – MY RULES

## NON-CORE LIFE – OLD RULES

I know who and what is important in my life	I lose focus and compare myself to anyone and everyone
I intuitively know what to do next and feel aligned	I second guess, triple guess and quadruple guess myself
I spend carefully, never outside of my limits and am a conscious consumer	I spend money impulsively even when I can't afford it
People love being around my energy, charisma and magnetism	I doubt my abilities and avoid being around people as much as possible in case I look like a fraud
I effortlessly shine on stage and thrive being in the spotlight, inspiring others with my stories and insights	I hide away at home, avoiding social media, videos, speaking engagements and any kind of audience
I have high standards for myself and it inspires others to up their standards too	I judge myself for being too difficult and feel resentful and jealous of the success of others



## CORE-LED LIFE – MY RULES

## NON-CORE LIFE – OLD RULES

I inspire and support others to live and lead a core-led life their way	I judge people based on appearance, style or situations
I see ideas and solutions everywhere and use these to the advantage of everyone I know	I'm unrealistic about deadlines, overcommit and say yes to everything and don't think things through
I have an incredible work ethic and I'm not afraid to do the work to bring my ideas into reality	I wear too many hats, I'm too busy and I'm reluctant to delegate because I want to maintain control
I thrive on making money, achieving big ambitious goals and helping as many people as possible	I forget to take care of my basic needs such as taking breaks, eating, drinking, sleeping and exercising and I burnout
I inspire other people with my results and resilience	I steam roll other people with my impatience if they don't work as fast as me
I'm generous with my ideas and genuinely want people to succeed	I don't give myself (or my team) enough praise because it wasn't 'perfect'



## CORE-LED LIFE – MY RULES

## NON-CORE LIFE – OLD RULES

I'm decisive and take action without needing much accountability from others	I'm never satisfied with my results and always think it could have been better
I'm a bold, creative visionary leader with big plans for the future, that remains present in the now to get things done	I'm never present in the here and now and I'm always thinking over and over about future goals
I prioritise self-care, sleep, eating nutritious food, exercising and getting outside daily	I skip exercise, binge TV, crave sugary foods, stay up late at night and don't want to get out of bed in the morning
I'm focused, driven, organised and achieve what I want and need to achieve	I lose focus, I'm disorganised, I procrastinate, I feel unfulfilled
I know what I do and why I do it, the impact I make and the consequences of my words and actions	I want to rip everything up and start EVERYTHING from scratch, and I mean everything

When I'm living, leading and loving from my core, from the part of me that really knows, everything is in order, aligned, happening as it should, I feel good, and I make people around me feel good. When I'm not living, leading and loving from my core, well, we probably all need to take cover at that point!

I know that parts of you are hidden and that **deep down, you want to be YOU**. The full, true, core-led, anything but ordinary, awesome you that you really are. The core-led you can achieve anything she wants to achieve, be anything she wants to be, do anything she wants to do, have anything she wants to have, and she lives by her own rules.

**ARE YOU READY?**

**Let's get started!!**

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**She lives by her own rules.**

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*Kelly*

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# 10 RULES TO LIVING & LEADING A CORE-LED ANYTHING BUT ORDINARY LIFE

## RULE 1

There are no rules, not really

## RULE 2

Get clear about who you are at the core

## RULE 3

Create boundaries

## RULE 4

Create time for you

## RULE 5

Do 2,3 and 4 unapologetically

## RULE 6

Make yourself your #1 priority

## RULE 7

Get out of your head and into your body

## RULE 8

Let it go (Release)

## RULE 9

Let it in (Receive)

## RULE 10

Have fun!

## BEFORE YOU GO ANY FURTHER...

Remember, you can follow these rules, rip them up, burn them, create your own, use some of them, use them as a starting point, or stop reading and ignore them completely. You do you! **If you're curious though, keep going.**



# RULE 1 - THERE ARE NO RULES, NOT REALLY!!

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If you don't pay attention to anything else that I'm saying, **PLEASE pay attention to this.** There really are no rules. If there were we'd all have come out of the womb clutching a handbook, and that didn't happen.

This is your life.

**I love the saying, “we don’t live once. We die once, we live every day”.**

When we can accept and appreciate that we live every day, that if we want it, we get a fresh start every day, then we stop worrying about what other people think about us, and we stop worrying about what's the right or wrong decision.

We learn to love and accept life.

If you make a mistake today, do something different tomorrow.

I remember years ago when I was struggling with a Neuroscience exam (yes I am a learning geek), and realising that I've never heard of a scientist failing at anything. They experiment, and if it doesn't work, they tweak some of the variables and try again, and only if and when they discover it's impossible do they 'abandon' the experiment.



# RULE 1

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So what if, you had fun, you got creative and you played, you experimented, you let go, and you just kept plating and creating and having fun until you found your way of living your life, for now.

Whatever you choose, whatever you decide, nothing has to be forever, it can be for today, or this week or this month.

I have three nieces, all under 10, and they do what they want, when they want it. If today they want to roller-skate, they roller-skate, if it's horse riding, they do it, if it's ballet, or yoga, or painting or singing, they do it. They don't need to 'pick one thing', and yet we were told we needed to pick one thing, that every decision is a 'final' decision, and it's not.

Make the rules or break the rules, create the rules and stick by them, or don't create any and keep playing.

**Your life, your choice, your rules (if you want them)**



# RULE 2 - GET CLEAR ABOUT WHO YOU ARE AT THE CORE

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Whenever I start with clients or I'm delivering a workshop or retreat, I love to start with two questions "who are you?" and "who are you at your core?"

The 'who are you' question was one we spent a lot of time on when I was completing my Exec coaching qualification, and it instantly became one of my favourites. And, over the years, I've realised, it's one of the hardest to answer.

Because we don't get asked who we are do we? We don't get asked who we are, what we like, what we don't like, what our values are, what are strengths are, we just get told to fit a box, to fit in, and then to be our 'authentic self'.

How do we live an authentic life when we don't know who we are? Because if we were to really think about it, who we are, is often hidden underneath the labels we've accrued over the years, daughter, sister, mother, friend, boss, wife, girlfriend, partner, teacher, trainer, (insert all of your other labels here), and we don't know who we are underneath the labels, so if we lose a label, it's like we lose a part of ourselves, and then we feel lost.

**Get past the labels, and get to the core of who you are!** When you get clear on this, everything else falls into place and becomes easier and more aligned, and core-led.

Create yourself some time and space and grab yourself a notebook and pen. Take a few deep breaths, and ask yourself 'who am I?'. Go past the labels, keep asking and keep writing, capture the answers. Who are you? Keep asking until there's nothing left to answer, and then ask yourself 'who am I?' once more and see what comes up.

**Take a breath, or two, or three, and reflect on what you've written.**



## RULE 2

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And then when you've reflected and you feel ready, take a few more deep breaths, and ask yourself 'who am I at my core?'. Let the answers flow and see what comes up. Keep asking until you have nothing left to answer, and then ask once more and see what comes up.

Take a breath, or two, or three, and reflect on what you've written.

And then when you've reflected on what you've written, consider your responses to both questions, and see if there is a gap between who you are, and who you are at your core, if so, what needs to happen to close the gap?

You'll likely find that you'll come up with more and more answers to these questions over the coming weeks, and that's completely normal, either write your reflections down as they come up, or just acknowledge them.

When you get clear on the answers to these questions and you build awareness on who you are at your core, you start to make decisions from a core-led place, you start to create boundaries from a core-led place, you start to ask for what you want from a core-led place, you start to say no from a core-led place, and so much more.

**And when you do all of this from a core-led place, the guilt, the shame, the worry, it begins to disappear. Because when you are doing what feels right, it is right.**



# RULE 3 - CREATE BOUNDARIES

Boundaries, boundaries, boundaries!

I am a HUGE advocate for, and a BIG believer in, boundaries.

For a lot of women that I speak to or work with, when we start talking about boundaries their initial reaction is that they struggle saying no to people. Boundaries are so much more than just saying no. Although that can be a good place to start.

Often though, when boundaries are set, women don't stick to them, and when they don't stick to them, what they are saying is "I don't respect my boundaries", and when you don't respect your boundaries, nobody else will either.

**You need to create the boundaries, communicate them, and stick to them.**

And you also need to communicate your boundaries if you want other people to respect them. Yes, really. The people in your life are not in actual fact psychic, although of course some might be for sure. It's no good getting pissed off that your boundaries are not respected, if you don't communicate what your boundaries are, or stick to them.

**Here's an example.** I have non-negotiable time for myself each morning, I have done for years, ever since I reached burnout for the second time. That time, an hour each morning, is mine to do whatever I want with. It could be an extra hour in bed, exercise, reading, watching crap on TV, anything. The point is, it's my time, for me to start the day in a way that felt good. So when my partner kept asking me to help him with things in my dedicated time slot, I'd get pissed off, and he had no idea what was wrong with me. So we'd argue, and I'd tell him he was being a disrespectful arsehole, only he didn't know why. I hadn't told him why I wanted and needed this time, and I'd sometimes said yes to what he was asking so he wouldn't have known about it either way.



## RULE 3

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For me, boundaries are about protecting and respecting my energy. And with that focus, sometimes I say yes to things, and sometimes I say no. And, whatever my answer, if something needs to change at a later date or time, I change it, because me and my energy matter.

There will likely be times and emergency situations where you have to throw your boundaries out the window or push to one side, but more times than not, there will not be a life or death situation where you need to throw your boundaries out of the window or push them to one side.

You get to choose whether you and your boundaries matter most in that situation. And sometimes people will feel let down, angry or upset, but that doesn't mean that you have let them down, upset them or angered them.

The more you respect your boundaries, the more others will too, it's that simple.

Grab that notebook and pen again, and consider one area of your life where you'd like to protect and respect your energy more. Got it? Great.

Now consider one boundary you could implement in that area to do/stop/change/start something, write it down, communicate it to whoever needs to know, and stick with it.

People will try and push your boundaries, because they will want what they want, and you'll be getting in their way if you stick to your boundaries, so they'll push and test them. It's natural. And you have a choice. You can stick to your boundary. You can flex your boundary. You can let go of the boundary.

But remember this.

**They do not MAKE you do anything. Whatever you choose, is a choice. And if it's a core-led choice, it will be the right choice for you.**



## RULE 4 - CREATE TIME FOR YOU

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Don't wait until you find time for you, create it.

Start with ten minutes a day, an hour a day, a day a week, a week a month, whatever works for you, but create time for you. No distraction, unless you want distractions.

Think of one thing or more that you want to be/do/have, consider how much time you need to create to make it happen, and create it, put it in your diary, create a boundary around it, be spontaneous, whatever works, but make it non-negotiable.

It could be peeing in peace, taking a bath, picking up photography again, reading a book, sleeping, walking, running, pottery, sunbathing, cold water swimming, listening to your favourite music, dancing to your favourite music, cooking your favourite meal, even giving yourself time to clear your emails and get on top of your ever growing to do list would be a start. It could be making time for hugs with loved ones, having one meal a week with no phones, a date night a week, for yourself and or your loved one, a girls night, catching up your side hustle (which we need to think of another word for, we don't need to hustle on the side or anywhere else), or running naked around your garden, create the time for you, and make it happen.

**Stop trying to find the time and start creating it.**



## RULE 4

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**You don't have to earn the time.**

**You don't have to wait until you deserve the time.**

**You don't need permission to create the time.**

**And don't wait to 'find the time', it's like looking for a needle in a haystack.**

And when it's time for you, based on who you are at your core, and aligned to your boundaries, you'll make it happen, because you matter, and so does your time, energy, health and headspace.

Think of one thing that you can do today, for you, create the time and make it happen.

Do the same the next day, and the next, and everyday after that.



## **RULE 5 - DO 2,3 AND 4 UNAPOLOGETICALLY**

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Let's make this one quick, you do not need to apologise for living and leading a core-led life.

You do not need to apologise for setting and maintaining boundaries.

You do not need to apologise for taking time for you each day.

Period.

## THE RULES

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When you are doing what feels right, it is right.

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*Kelly*

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# RULE 6 - MAKE YOURSELF YOUR #1 PRIORITY

Make yourself your #1 priority, period.

This can feel selfish, out of character, and so many other things. And you might be thinking that “I’d love to, but I have (insert names/responsibilities/tasks/priorities here) to think of.

It’s not selfish. It’s vital. And, as cliché as it sounds, it’s the analogy of being on a plane and putting on your own oxygen mask first in case of emergency.

And whilst there may not be an emergency, you need to be priority #1.  
Let me share something with you.

I burned out in 2013. I wanted to know why I’d burned out and I wanted to stop anyone else from ever having to go through it again. I focused on learning and doing and fixing for others, and I thought I was putting myself first, I wasn’t.

In 2015 I burned out again. I started to create non-negotiable time for myself, I started to implement boundaries, I got really clear on who I am at my core, and I’ve lived a really happy and fulfilled life ever since. Everything in my life, including clients and work, I’ve created based on who I am at my core, my boundaries and time for me.

At the start of 2022 as I was setting my goals for the year, I always have a LOT of goals, I decided that instead of goals (although I still had a lot of them), I would be my focus for the year. I thought I was doing well in focusing on me, until, I went on retreat, and I realised, I was doing what I always did, and putting others before myself. I stick to my boundaries, I live a core-led life, I take time for me, but outside of all of that, I soak up everything from other people, go into fix it mode, and am ALWAYS helping other people.

**You need to be priority #1**



## RULE 6

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And there's nothing wrong with that, nothing at all.

But, since I've been my #1 priority, and I mean really been my #1 priority, I've doubled my exercise and increased my energy. I've let go of things that were no longer serving me, bringing me joy or making me happy, I've changed my morning routine, I'm sleeping more, I'm watching less crap TV (MAFS specifically), I'm eating better, I'm working more effectively, and I'm saying what I need to say when I need to say it.

I'm ACTUALLY doing what I THOUGHT I had been doing since 2015, and it's been abso-frickin-lutely life changing (cue birds singing, the sun shining and rainbows appearing in the sky). I mean it, it's been magic.

If I haven't already said, I'm not perfect at any of this stuff. I'm still learning just like you. But each and every day it gets easier and easier, and each and every day as I let go of something else, I learn something new and something else becomes easier. So I should probably also add here a rule 6b – you need to keep learning!

This isn't a one-time, wave your magic wand, click your fingers and all your wishes will be granted kind of fix. This is a daily action, daily awareness, needs you to be consistent kind of fix, and it can be hard, and messy and complicated and sometimes you'll want to go back and wish you were still completely unaware of what it meant to be living a core-led life as you carried on in blissful ignorance wondering how to turn your life around, but you can't unlearn what you've learned, and you can't go back to where you were.

### **Sorry, not sorry!**

It may already be too late, but this is your disclaimer, core-led living and leading, is a life-long forever journey full of ups and downs, realisations and lightbulb moments, calm and chaos, magic and mayhem. Welcome to the club.

### **You're welcome!**



# RULE 7 - GET OUT OF YOUR HEAD AND INTO YOUR BODY

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Too many of us live in our heads and forget that we live in a body, this beautiful, wonderful, strong and capable, able body.

I've checked out of my body so many times over the years, the most recent in 2015 after my second burnout, and so many times that I can remember, and I'm sure many that I can't since I was 10 years old. In addition to all of these times, we're told to hate our bodies aren't we? To avoid looking at ourselves in the mirror, to fix our imperfections, to judge our bodies, and we neglect our bodies, and we judge others on their bodies.

Be in your body. Love your body. Appreciate your body.

I'm not going to be prescriptive here, you create your own rules, but find a way, ideally daily, to get into your body, to feel the feels, to experience it all, to be present and in your body.

This is the thing I still find the most difficult, the good news is that it's getting easier. When I'm meditating, walking the dog, practicing yoga, at the gym or choosing to be present, I can tap into my intuition, feel all the feels, be in my body, and it's great. I am embodying what it means to be a core-led woman living a life that is anything but ordinary.

**Be in your body. Love your body.  
Appreciate your body.**



## RULE 7

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The rest of the time, my default is being in my head with my 10,000 conflicting, loud, thoughts and ideas whirring around at 200 miles an hour. And so every time I go to see my osteopath or another one of my therapists they remind me of the same, “get into your body”.

**I have to choose to be in my body, and I'm still working on embodying myself more.**

I'm inviting you to do the same, whether it's at a set time each day, or something more permanent that you learn to master, embody who you are more, get into your body, into your core.

It could be through a breathing practice (our breath is an incredibly powerful often untapped inner resource), yoga, running, cycling, tennis, meditation, sex, dancing, tapping into your intuition, doing the yes/no exercise I talk about in my Masterclasses, or simply being present, be in your body as much as you can!!



# RULE 8 - LET IT GO (RELEASE)

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Whatever you need to let go of, and release, let it go and release.

Pick a drawer, your wardrobe, your handbag even, and let go of anything that you no longer need or want. Bin it, give it away, sell it, let it go.

Let go of a meeting in your diary. Let go of a task. Let go of a relationship. Clear the contacts in your phone, delete your photos on your phone, delete the apps you no longer use, clear the files on your desktop, cloud or hard drive. Clear your book shelf of the books you no longer read, let go of the clothes that no longer fit you, let go of anything connected to an old or previous job that you haven't looked at in a year. Clear out your toiletries and cosmetics, clear out your underwear drawer, let go of anything that doesn't leave you feeling fabulous. Unsubscribe from the emails that clutter up your inbox, yes even mine if it's not adding value. Stop eating or drinking the thing that leaves you feeling like crap afterwards. Let go of the guilt for eating or drinking the thing that makes you feel fabulous but isn't nutritious or wholesome. Let go of the guilt, the shame, the worry.

**Bin it, burn it, scrap it, gift it, sell it, whatever you need to let go of, let it go!**

In fact, before you do anything else, find one thing that no longer lights you up, fills you with joy or is of any use whatsoever, go, now, go and get it, and let it go!

You're welcome!

I let go of stuff at least weekly, often more, I have a BIG declutter three or four times a year, and the more I let go, the more space I create to receive.

**Whatever you need to let go of, let it go!**



# RULE 9 - LET IT IN (RECEIVE)

And receive is what we are doing now in the penultimate rule on how to live and lead as core-led women in a life that is anything but ordinary.

## **Receive!!**

CORE-LED WOMAN, you have some work to do here, yes you do!

Write down the names of at least 5 people that you know and whose opinion you respect. You don't have to like their opinion and you don't have to agree with it, but these are 5 people who will give it to you straight.

Got the names? Great!

Either by text, DM, WhatsApp, Slack, Messenger, call, email, facetime, in person, or in whatever other way you prefer to communicate with your chosen 5, ask them:

What can you count on me for?

What can you not count on me for?

What do you love about me?

What's one thing you'd like me to do differently?

Do nothing with the feedback other than receive it. Don't worry about it. Don't overthink it. Don't judge it. Receive it.

Then ask 5 more people.

And, if you want to, ask 5 more, then 5 more, and then as many more as you like.

Each time just receive the feedback.

When you can receive feedback, you can receive anything, compliments, money, promotions, gifts, receive it all!

## **Don't judge it, receive it**



## RULE 10 - HAVE FUN!

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What's one thing you would love to do today, just for fun?

Go do it!

# Summary



## 10 RULES TO LIVING & LEADING A CORE-LED ANYTHING BUT ORDINARY LIFE

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### **RULE 1**

There are no rules, not really

### **RULE 2**

Get clear about who you are at the core

### **RULE 3**

Create boundaries

### **RULE 4**

Create time for you

### **RULE 5**

Do 2,3 and 4 unapologetically

### **RULE 6**

Make yourself your #1 priority

### **RULE 7**

Get out of your head and into your body

### **RULE 8**

Let it go (Release)

### **RULE 9**

Let it in (Receive)

### **RULE 10**

Have fun!



# NOTES



# NOTES



# NOTES



# NOTES



# ABOUT ME

## THE 'OFFICIAL' ME

Is a leadership expert, Psychologist, Executive Coach, Empowerment Coach, Psychotherapist, Neuroscience Practitioner, Yoga Teacher, Breathwork Practitioner and Meditation Teacher. I worked in Corporate for 15+ years, latterly as HR Director in a large company in London managing a team of 43 and multi-million pounds budgets and projects. I burned out in 2013, got back to my core, and in 2014 founded The Chrysalis Crew, a People and Change Consultancy.

In 2020, I left my consultancy and Founded Kelly Swingler Ltd, where I work with women like me, who know they are here to change the world but doubt, guilt, burnout and being disconnected from their core is holding them back.

I'm a five-time author, contribute to publications from around the world, have appeared on TV and radio multiple times, I speak to audiences worldwide and coach women from all over the world.

## THE 'UNOFFICIAL' ME

Is a mum to my gorgeous 6ft 3" twin sons (I'm 5ft 2"), bonus mum to two step-sons, partner to my best friend – we were together as teenagers, and found each other again after my marriage ended and mum to a Japanese Akita rescue pooch.

I'm a lifelong learner, I'm bold, bright and a handful. I speak my mind, I love yoga and I go on retreat each year. I love tech, it doesn't always love me. I love simplicity. I have far too many clothes, I play my music loud and I love to dance around the kitchen.

I wake at 4:45 each day, I love Chinese, Indian and Thai food, but nothing too spicy. I'm an intuitive, highly sensitive, empathic woman in her 40's with bipolar, big dreams and I'm on a mission to make the world a better place by helping women to rise from their core.



# WORK WITH ME



If you prefer to learn on your own, you'll love my **Programmed for Success Online Programme**.



If you love experiential events with other awesome women, check out my **experiences**.



If you love deep dive, powerful, **one to one coaching**, let's see if we're a fit in working together.

## FOLLOW ME





# Get In touch

I always love to hear from you. If you're ready to live and lead from your core, get in touch.

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