



THE BLACK SHEEP

LEADERSHIP PODCAST

TACTICAL COMPANION GUIDE

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W *elcome to the Black Sheep Playbook*

If you're reading this, chances are you've felt it before — that sense that you don't quite fit the mold everyone else seems comfortable living in.

Good.



Because the truth is, the people who change their lives — and sometimes the world — are rarely the ones who blend in.

They're the ones willing to think differently, move differently, and take responsibility for building their own path.

This Playbook isn't about waiting for permission or hoping life becomes fair.

It's about clarity, strategy, and execution.

Inside these pages, you'll find tools designed to help you sharpen your thinking, protect your time and energy, and move with purpose in a world that often rewards those who take initiative.

Take your time with the exercises.

Be honest with yourself.

And most importantly—apply what you learn.

Because information alone won't change your life.

Execution will.

Welcome to the movement.

— Athena Renee

BLACK SHEEP LEADERSHIP™
EXECUTION IS THE BLACK SHEEP ADVANTAGE.



IN LIFE YOU ARE
EITHER A PASSENGER
OR A PILOT - IT'S
YOUR CHOICE

THE RULES OF THE BLACK SHEEP



- 1 NO PERFECT PEOPLE ALLOWED
- 2 PROTECT YOUR TIME & ENERGY
- 3 EXECUTION BEATS INTENTION
- 4 NEVER SHRINK TO MAKE OTHERS COMFORTABLE
- 5 TURN PRESSURE INTO POWER
- 6 F*CK WHAT THEY THINK
- 7 LEAVE A LEGACY

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HOW TO USE THIS PLAYBOOK



This Playbook isn't meant to be skimmed — it's meant to be used.

Each section includes prompts and exercises designed to help you slow down, think clearly, and turn insight into action. The goal isn't to fill every page perfectly.

The goal is to be honest and intentional with your answers. Work through the pages at your own pace. Reflect on the questions, write down your thoughts, and most importantly, apply what stands out to you in real life.

You don't need to complete everything in one sitting. Progress comes from small, consistent actions over time. Remember: knowledge alone won't change your life — execution will.

Stop Giving VIP Access to General Admission People

Core Focus: Who has access to you that shouldn't?

Key Exercises:

Access inventory

Reciprocity check

Energy drain rating

Who gets demoted this month?

Power Prompt: Where am I giving intimacy without investment?

Notes:

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Black Sheep Power Reminder

Execution is the bridge between vision and transformation.

The Benefit of the Doubt Is Played Out

Core Focus: Pattern recognition.

Key Exercises:

Repeat offender list

Apology vs behavior tracker

What I knew but ignored

Cost of denial

Power Prompt: If I met them today, knowing what I know now, would I still choose them?

Notes:



Black Sheep Power Reminder

“Clarity without execution is just sophisticated procrastination.”

Don't Expect Loyalty from Tourists

Core Focus: Seasonal vs strategic relationships.

Key Exercises:

- 1 Who shows up when it's hard?
- 2 Celebration friends vs construction friends
- 3 Who disappears during growth?

Power Prompt: Who loves my life but not my responsibility?

Notes:



Black Sheep Power Reminder

Transformation begins the moment execution starts.”

Black Sheep Boundaries

Core Focus: Emotional, time, and access lines.

Key Exercises:

- 1 Where do I leak?
- 2 Where do I feel resentment?
- 3 What boundary would fix that?

Power Prompt: What have I been tolerating that I secretly hate?

Notes:



Black Sheep Power Reminder

“Ideas feel powerful. Execution makes them powerful.”

Pressure Is a Privilege

Core Focus: Stress into capacity.

Key Exercises:

- 1 Pressure trigger
- 2 Skill gap
- 3 Immediate lean-in move
- 4 Future identity

Power Prompt: What is life training me for right now?

Notes:

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Black Sheep Power Reminder

“Clarity without execution is just sophisticated procrastination.”

To Excel, You Gotta Be Willing to Fail

Core Focus: Perfection vs progress.

Where am I stalling?

What imperfect move can I make today?

What is fear costing me monthly?

Power Prompt: If failure wasn't fatal, what would I start?

Notes:



Black Sheep Power Reminder

“Vision without action is a fantasy.”

How to Retire from People Pleasing

Core Focus: Approval addiction.

Key Exercises:

Who am I trying to impress?

Where do I overgive?

Who benefits from my exhaustion?

Power Prompt: If I stopped performing, who would disappear?

Notes:

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Black Sheep Power Reminder

“The future belongs to the people who execute.”

The Art of Not Giving a Crap

Core Focus: Release guilt.

Key Exercises:

What responsibility isn't mine?

Where do I feel false obligation?

What am I afraid they'll say?

Power Prompt: Who told me I was responsible for this?

Notes:

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Black Sheep Power Reminder

“You don't change your life by thinking. You change it by doing.”

They Underestimated You? Good.

Core Focus: Silent execution.

Key Exercises:

What am I building privately?

Where am I oversharing?

What move would shock them?

Power Prompt: What win would make explanations unnecessary?

Notes:

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Black Sheep Power Reminder

“Clarity without execution is just sophisticated procrastination.”

Your Presence Is a Privilege

Core Focus: Self-worth calibration.

Key Exercises:

Where am I accepting crumbs?

What standard am I afraid to enforce?

Who rises when I withdraw?

Power Prompt: What happens if I require more?

Notes:



Black Sheep Power Reminder

“Execution is where purpose becomes reality.”

The Art of Strategic Aggression

Be Nice... Until It's Time Not To

Opening Principle

Some people mistake patience for weakness.
Silence for fear. Kindness for submission. Restraint is
stored power. Strategic aggression is controlled,
timed, and purposeful.

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Black Sheep Power Reminder

“Momentum begins with the first uncomfortable action.”

The Art of Strategic Aggression

Be Nice... Until It's Time Not To

Pillar 1 – Power Held Back Is Power Increased

Immediate reaction is emotional. Delayed response is strategic. Sometimes the win isn't in responding fast — it's in responding final.

Power Prompt

Where in my life am I reacting too quickly instead of allowing my silence and restraint to increase my leverage?

Reflection:

“ ——— **Black Sheep Power Reminder**
“The difference between dreaming and destiny is action.”

Pillar 2 – Aggression Must Be Calculated

Wild aggression burns bridges. Strategic aggression builds reputation. Timing and control multiply impact.

Power Prompt

What situation in my life requires strategic assertiveness instead of emotional reaction?

Reflection:

“ ——— **Black Sheep Power Reminder**
You don't transform your life by thinking. You transform it by moving.

Pillar 3 – If You Never Correct Behavior, You Approve It

Uncorrected disrespect becomes routine. Silence becomes permission.

Power Prompt

What behavior have I been tolerating that I know deep down should have been addressed already?

Reflection:



Black Sheep Power Reminder
Action turns potential into reality.

Pillar 4 – Nice Without Standards Becomes Weakness

Leadership requires clarity. Mercy without consequence invites repeat behavior.

Power Prompt

Where in my life am I confusing kindness with the fear of setting boundaries?

Reflection:

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Black Sheep Power Reminder
Execution is where confidence is built.

Your 72 Hour Execution Plan:

3 Action Steps

1. Identify where you've been tolerating disrespect.
2. Decide what the correction will be next time — in advance.
3. Practice calm, firm delivery. Short. Direct. Controlled.

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Black Sheep Power Reminder

You don't rise from intention — you rise from execution.

DOWNLOAD YOUR EXTRA BONUS!

The Black Sheep 90-Day Execution Planner

The Black Sheep 90-Day Execution Planner is designed to help you move from intention to execution. In just a few minutes, you'll define your most important outcome, map the weekly moves required to get there, and track your progress visually over the next 90 days.

Because nothing changes until you execute.



DOWNLOAD NOW!



EXECUTION IS THE
BLACK SHEEP
ADVANTAGE.
