



Laura Rubin

Reformed Hustler

THEMES:

Forget the Hustle
Unwind the Grind
Permission to Play
Prioritize Pleasure
The Power of the Pause
Redefine Success on Your Terms
Simplify to Amplify
Finding Ease, Flow and Grace
Rewrite Lazy

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BIO:

As an Enneagram 3 with a propensity to overachieve, Laura knows what it means to hustle and then hustle some more. Starting and growing multiple businesses and side-hustles guaranteed long hours with no OFF switch. Achievement, at ALL costs, was the name of the game. Workdays were blurred into weekends, holidays, and even vacations. Busyness and productivity were badges of honor worn proudly.

Driven to the point of overwhelm and constant stress of the relentless pursuit of success, Laura experienced a light-bulb moment. As she struggled to “have it all”, she realized that she was trying to have it all based on society’s hustle mentality. With the courage to unlearn and shift this perspective, she began taking small steps towards discovering a new way of doing business, a new way of doing life. Her mantra...simplify to amplify.

While Laura will be the first to admit that this is a life-long pursuit for a died-in-the-wool overachiever, the journey has given her a new lease on life. She has freed herself from the “shoulds” and “have to’s” and replaced them with a healthy respect for her time. She is giving herself permission to play and fully experience life on the other side of the desk (on her terms). Her new pursuit...live an exceptional life.

She has taken up the cause for other battle-weary corporate and entrepreneurial hustlers giving them permission to forget the hustle. Permission to do life and work a different way....their way. Mentoring them to unwind from the grind of overwork and burnout. Encouraging, empowering and inspiring them to free themselves from society’s rules of success and build new habits that help create a better life.

