

June 2026 | Issue 1

# MISFIT MAGAZINE

A CELEBRATION OF GLOBAL BUSINESS MISFITS



## **BUSINESS MISFIT ICONS**

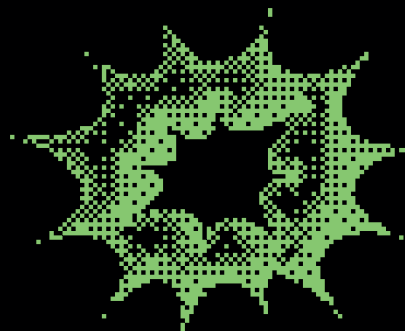
The industry's rising stars speak up!

## **UP THE ANTI!**

How Misfits become seen, heard and UNFORGETTABLE!

# MISFIT NATION EDITION

# MISFIT NATION ISSUE



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# MISFIT MAGAZINE

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Elisabeth Carley-Leonard: Vibes & Visibility

Raphy Mendoza: The Co-Create Space

Maggie Armstrong: The Neuroverse

Washington Ali: Become Alive



# FROM *THE* EDITOR

“Something happened in that  
room...”

Photography by Nicola Ellen

There’s a moment I keep coming back to.  
Not the loud one. Not the polished one. Not the “this looks good on Instagram” one.

The quiet one.  
The one where something inside you shifts so deeply, so subtly... you  
don’t even have language for it yet.

You just know:  
I can’t go back to who I was before this.  
That’s what happened at Misfit Nation.

Not in a “we learned so much” kind of way. Not in a “take notes  
and apply later” kind of way.  
In a something cracked open kind of way.

In a, I saw myself reflected in a room full of people who refuse to  
play the game the way we were taught, kind of way.

In a oh... this is what it feels like to be fully seen without having to  
perform for it kind of way.  
And once you feel that?

You can’t unfeel it.

This magazine wasn’t planned in the way most things are planned.  
There was no perfectly mapped content strategy. No “let’s launch a  
publication” moment.  
There was just a knowing.

A quiet, persistent, slightly inconvenient knowing that said:  
This needs to be captured. Because what happened in that room  
wasn’t just an event. It was a remembering.



Of who we are when we stop trying to fit. Of what business looks like when it's built from truth, not performance. Of what happens when women stop shrinking, softening, second-guessing... and start leading from something far more dangerous:

their own power.

Misfit Magazine exists for that reason.

Not to teach you how to be better. Not to give you more strategies. Not to tell you who to become. But to show you what becomes available when you stop abandoning yourself to succeed.

Inside these pages, you'll find:

Misfits who told the truth. Misfits who let themselves be seen. Misfits who are no longer interested in playing small just to be accepted.

You'll see faces. You'll read words. You'll feel moments.

But more than anything — If you let yourself— You'll recognise something.

Not in them. In you.

Because this was never about creating a magazine. It was about creating a mirror.

One that reflects back the version of you who is already done asking for permission.

The version of you who doesn't need to be louder to be powerful, or more polished to be respected, or more anything to be worthy.

The version of you who is — whether you've fully claimed it yet or not — unfuckwithable.

If you were in the room... You'll feel it all over again.

If you weren't... This is the closest we can get you.

But either way — This is your invitation.

Not to join something. Not to follow something. But to remember something.

You were never meant to fit.

And thank fuck for that.

**Emma Firene**

Editor-in-Chief



**"This was never about creating a magazine. It was about creating a mirror."**



# AT A GLANCE

There are some moments you can explain.

And then there are the ones that change you.

Quietly. Irreversibly.



Industry Rule Breaker!



Misfit Confessional



Misfit Icons





# WHAT IS MISFIT NATION?

## **Most business events go something like this:**

Name badges. Awkward networking.  
Someone telling you how to “scale faster” while you politely sip bad coffee.

## **Misfit Nation is NOT THAT!**

Hosted by Emma Eirene, founder of The Business Misfit Network, this is a gathering for the entrepreneurs, creatives, professionals and quiet rule-breakers who know they were never going to build their business the “normal” way anyway.

It's for the people who believe authenticity is not just a buzzword — it's their greatest advantage.

The ones who know their quirks, creativity and individuality aren't something to hide... they're the whole point.

For one day, a room full of brilliant misfits come together to learn, connect, experiment and play. Expect inspiring talks from speakers who actually walk their talk, immersive and interactive experiences, and conversations that spark ideas you didn't know you needed.

But more than that, expect something rare at a business event:

**Fun.**

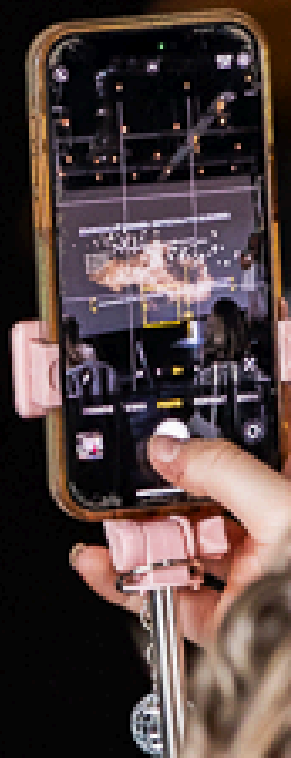
**Real laughter.**

**Real connection.**

And a room full of people who are done pretending to be anything other than themselves.

Because the truth is, businesses built from authenticity, curiosity and joy don't just feel better.

They tend to work better too.





# THE FACES OF MISFIT NATION

The faces and voices that captured the room at Misfit Nation



**Emma Eirene**

**Misfit Mama**

Eight months pregnant, keynote speaker, founder and full-body firestarter, Emma didn't just host Misfit Nation — she created a portal with a lanyard. From breakdown, perimenopause and reinvention to pleasure-led leadership and building a world where misfits lead, this is the woman proving that “too much” is usually where the icons begin.



**Raphy Mendoza**

**Industry Rule Breaker**

Raphy Mendoza is here for the founders whose businesses look gorgeous on the outside but feel dead in the body. Part artist, part strategist, part wildly inappropriate truth-teller, she's asking the question every creative entrepreneur secretly needs to face: if it doesn't turn you on, what are you even doing?





# MISFIT ICONS



## Elisabeth Carley-Leonard

Elisabeth didn't just MC Misfit Nation — she glitter-bombed the entire room into higher visibility. Sharp, funny, strategic and sparkly as hell, she's on a mission to help brilliant founders stop hiding and start showing up until they glow up.



## Maggie Armstrong

Maggie Armstrong is here to burn down the idea that brilliance has to come wrapped in neurotypical packaging. Founder of The Neuroverse, she's making workplaces less rigid, less mask-heavy, and far more capable of holding the people who have been told they are “too much, too fast, too brilliant.”



## Washington Ali

Washington Ali, a.k.a. the most confident man in the world, doesn't enter a room — he arrives like everyone in it already matters. With king energy, a massive heart, and a story built on resilience, perspective and self-trust, he reminds us that true confidence isn't performance — it's presence.





# WHO TF IS THIS?

MY STORY:  
CAREER, FAMILY, HUSTLE, LIFE...  
BREAKDOWN. TEARS. TO THE MOMENT.  
FINALLY FOLLOWING MY...

# MISFIT CONFESSIONAL

## The Misfit Mama



**The Woman Who Followed Her Fire All the  
Way to the Stage**

Photography by Haydn Brown

There are women who host events.  
And then there is Emma Eirene — eight months pregnant, standing in a room full of business owners, creative rebels, artists, coaches, speakers and glorious misfits, holding the whole damn day together like “powerhouse” is not a compliment. It is a frequency.  
At Misfit Nation, the words were already flying around the room.  
Icon.  
Powerhouse.  
Force.  
Because Emma did not just create an event. She created a portal with a lanyard. Misfit Nation was not another beige business conference where people pretend to enjoy lukewarm coffee while someone talks about optimising their morning routine. It had pulse. Heat. Mischief. Depth. It had the kind of energy that said: take your mask off at the door, babe, we’re not doing professional pretending today. And at the centre of it all was Emma. Pregnant. Powerful. Unapologetic. Very much not here to shrink.

Which is funny, really, because so much of her story began with doing exactly that. Before the stages, the book, the Pleasure Code, Business Misfits and the “unfuckwithable” movement, there was a woman living the life she thought she was supposed to want. A 15-year teaching career. A ten-year marriage. The family home. The stable life. The respectable life. The life that looked good from the outside and felt like slow suffocation on the inside. In Unfuckwithable, Emma writes: “On paper, it looked like I was losing everything. But what I was really doing was coming home to myself.” Her body had been whispering for years. Then it started screaming. Exhaustion. Anxiety. Stress. Perimenopause symptoms. A deep ache in the chest. Then came the moment that split everything open: her daughter asking, “Daddy, why can’t mummy stop crying?” Some sentences become doorways. That was one of them. Emma broke. And then, slowly, messily, deliciously, she began to remember.



## “Pleasure is the compass.”

She went back to her art. Her creativity. The tiny sparks. The little yeses. The things that made no sense on paper but made her body come alive. Because this is the thread running through all of Emma's work: the body knows before the business plan does.

At Misfit Nation, in her keynote *Following Your Fire*, she asked: “Have you ever felt something that scared you... and lit you up at the exact same time?”

That flutter. That ache. That electricity. Most people are taught to call that fear. Emma calls it fire.

And she would know.

She has followed hers through breakdown, divorce, motherhood, reinvention, spiritual awakening, art, business, pleasure, leadership, and one very unexpected plot twist from perimenopause to pregnancy.

Honestly, if going from perimenopause symptoms to pregnancy and then running a flagship event at eight months pregnant is not a cosmic mic drop, what is?

Where another woman might have stepped back, Emma stepped forward. Not because it was easy, but because the vision was alive. The fire was alive. And when Emma's fire speaks, she does not tend to send it to voicemail.

She follows it.

That is what made Misfit Nation different. It was not built from “what should a business event look like?”

It was built from “what would make this room feel alive?”

Emma's work is a rebellion against dead success — the kind that looks impressive but costs you your body.

In *Unfuckwithable*, she writes: “Pleasure is not a reward. It's not a bonus, a treat, or something you get after the work is done. Pleasure is the compass.”

Pleasure is not fluff.

Pleasure is data.

Pleasure is direction.

Pleasure is your body's yes before your mind has had time to overcomplicate everything and ask seven people in a WhatsApp group for permission. It means asking not “what should I do?” but “what lights me up?”

That question changed everything for Emma. Now, it is changing the world she is building for others. Business Misfits is not just a network. It is becoming a movement.

A home for creative founders, artists, coaches, designers, writers, speakers, healers, strategists and gloriously unconventional entrepreneurs who know they are here to do business differently.

Not quieter.

Not smaller.

Not more sensible.

Differently.

The mission is more play, more pleasure, more truth, more visibility without self-betrayal, and more rooms where people do not have to flatten themselves to be taken seriously.

Because, honestly, who decided serious had to be so boring?

At Misfit Nation, this was not just spoken about. It was embodied.

People were not just networking. They were being seen. Laughing. Crying. Moving. Listening.

Remembering parts of themselves they had left in the car park because they thought they had to be more “professional” inside.

And then Emma stood on stage and delivered *Becoming Unfuckwithable*.

Not as a concept.

As a lived transmission.



# BECOMING UNFUCKWITHABLE

Unfuckwithable, in Emma's world, is not about being hard, cold or untouchable. It is about becoming so rooted in your truth that self-betrayal stops being an option.

As she says in her talk, unfuckwithable "isn't fearless." She "doesn't negotiate with self-betrayal." She "moves before validation." She "chooses herself." That is iconic.

Not because Emma has it all perfectly figured out.

But because she is doing the thing.

While human.

While pregnant.

While evolving.

**Unfuckwithable "isn't fearless."  
She "doesn't negotiate with  
self-betrayal." She "moves  
before validation." She  
"chooses herself."**



While building the plane, flying the plane, decorating the plane, and probably turning the emergency landing into a brand activation.

To be an icon is not to be flawless.

It is to be felt.

And Emma is felt.

She is not just building a business.

She is building a world where misfits lead.

Where pleasure is strategy.

Where play changes the game.

Where women stop waiting for permission and start moving before the world agrees.

And if that makes her too much?

Good... That is usually where the icons begin.



Catch Emma speaking in  
September 2026 at...

# IDEAS FEST



TOPIC: What Comes After Ambition?



Place: Champneys, Tring, Hertfordshire  
Date: 9<sup>th</sup> - 10<sup>th</sup> Sep 2026  
Emma Speaking Day 2: September 10<sup>th</sup>  
Time: 15:00–15:40

**"THE ANNUAL PILGRIMAGE FOR  
ENTREPRENEURS"**



**The Agenda Is Only Half The Story**

The best bits about Ideas Fest happens in the gaps too, around fire pits, on deckchairs, in the sauna queue, on the dance floor.



# MISFIT ICONS

MISFIT ICONS ARE NOT HERE BECAUSE THEY  
FOLLOWED THE RULES...

They are here because they questioned the rules, broke a few, rewrote others, and then walked into the room with the kind of presence that makes everyone else sit up a little straighter. These are the people showing us that business does not have to be beige, confidence does not have to be performative, visibility does not have to mean self-betrayal, and success does not have to cost you your soul.

Each Misfit Icon carries a different flavour of rebellion — glitter, grit, heart, fire, honesty, strategy, softness, audacity. Together, they remind us that doing things differently is not the risky path.

It might be the only one that actually feels alive.





# MISFIT ICON

Elisabeth Carley-Leonard

Photography by Haydn Brown & Tristan Griffiths

## The Glitter-Clad Visibility Queen

There are MCs who introduce speakers. And then there is Elisabeth Carley-Leonard. At Misfit Nation, Elisabeth did not simply hold the microphone. She held the room. With multiple glitter outfits, sharp humour, big energy and zero beige, she carried the day like a sparkly defibrillator for founders who had forgotten business was allowed to feel fun.

As founder of Vibes and Visibility, Elisabeth helps purpose-led entrepreneurs stop hiding and become influential founders — known, trusted, chosen and remembered.

Her philosophy is simple: “I stand for helping brilliant business owners stop hiding.”

Because visibility, in Elisabeth’s world, is not vanity. It is responsibility. If you know you can help people, staying invisible serves no one — not your audience, not your business, and definitely not the person doom-scrolling at midnight looking for exactly what you offer.

But she is not here for the social media hamster wheel either.

No “post constantly until your nervous system files for divorce.” No trend-chasing. No beige templates. No becoming a full-time content goblin with a ring light and dead eyes.

Elisabeth is “no longer willing to play along with the idea that social media success comes from constant output, trend chasing, and burning yourself into the ground for visibility.”

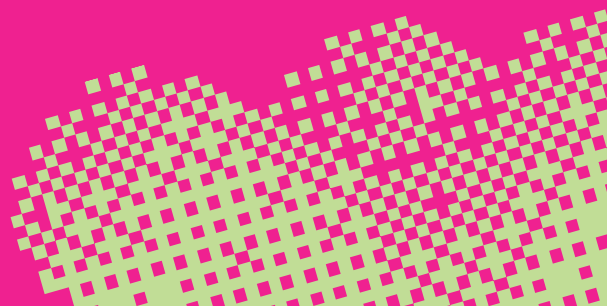
Her work is about strategy, psychology, messaging and confidence. Not louder content. Clearer content. Not attention for attention’s sake. Influence.

Her own journey has been anything but linear. In her twenties, she built a career in the music industry, owned a recording studio, rehearsal rooms, ran national tours, and eventually owned one of the UK’s historic music venues. From the outside, it looked exciting. Behind the scenes, she was burning out.

Then came the pandemic, a huge career shift, a marriage ending, a viral TikTok, a move to London with very little money, and an ADHD diagnosis that finally made years of feeling “too much, not enough, inconsistent, chaotic, or wired differently” make sense.

That is why her work lands. She knows visibility is rarely just about knowing what to post. It is identity. Fear. Self-trust. Reinvention. Showing up before you feel ready.

At Misfit Nation, Elisabeth embodied the very thing she teaches.





**“Stop faking it ’til you make it  
and start showing up until you  
glow up instead.”**

Visible, yes. Very visible. Glitter visible.

But not performative.

Generous.

Her energy served the room. Her humour let people relax. Her presence made the whole day feel brighter, bolder and more alive.

Her signature line says it all:

“Stop faking it ’til you make it and start showing up until you glow up instead.”

Because no one arrives fully formed. As Elisabeth says, “No one pops out the womb selfie stick in hand with 10k followers.”

You build confidence by doing. You find your voice by using it. You glow up by showing up.

Elisabeth Carley-Leonard is not here to turn founders into content machines.

She is here to help them become influential.

Strategic and sparkly.

Commercial and human.

Sharp and warm.

Fun and deeply effective.

And if that comes with another glitter outfit?

Even better.





# MISFIT ICON

Washington Ali

Photography by Tristan Griffiths

## The Most Confident Man in the World Has Entered the Room

Some people enter a room.

Washington Ali arrives.

Not loudly. Not with chest-puffed, “please notice my confidence” energy. Washington walks in like he has already decided everyone there matters.

That is the magic.

He can work a room like a king, yes — but never by making himself bigger and everyone else smaller. His presence makes people feel seen.

Invited. Safe enough to show up.

At Misfit Nation, he was exactly where he belonged: leading the panel on confidence and presence. Which, frankly, felt like putting a crown on a man already walking around with invisible theme music.

He did not just host the conversation.

He held it.

Because Washington’s confidence is not performance. It is connection. It is self-trust. Or, as he puts it: “Confidence is self trust in action.”

And he knows what it means to build that from the ground up.

At 17, Washington dropped out of college and ran away from home to make music. He headlined gigs, built a team of “15 musicians, dancers, engineers, DJs, poets” and gathered a real-life following of 300 people.

But then life turned. “Drugs and alcohol took over my life,” he says, “making me anxious, timid and finally paranoid thinking that the world was against me.”

Eventually, his mum found him. After two years on the streets, home became a safe haven again. Six months later, his 4.5ft mum called him into her room and asked: “Wash, how can I help you help yourself?”

Then she asked him to bring two pairs of shoes: the battered Vans he had worn on the streets, and a pair of Air Forces she had bought him.

The Vans, she told him, were who he was:

“broken, tattered and possibly beyond repair.”

The Air Forces represented “something else.”

Not fame. Not success. Not a shiny overnight reinvention.

Just something else.

And sometimes, something else is enough.

Washington picked up the Air Forces.

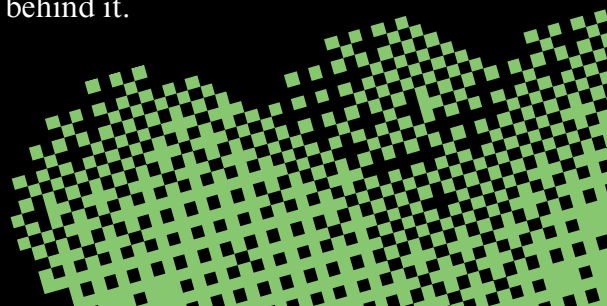
And his life changed.

He went back into education, studied law, became a property investor, created a tech company, and eventually realised his life was to be “of service to others through the medium of coaching.”

That is what makes Washington a Misfit Icon.

Not just the confidence.

The journey behind it.



**“we get to pick the meaning  
we place on each moment.”**

His work as an Elite Mindset and Confidence Coach through Become Alive is rooted in the belief that “for life to be lived fully one must be fully self expressed, honest and limitless.”

Which sounds lovely until you realise it is not fluffy.

It is a challenge.

Washington says: “life is empty and meaningless AND we are meaning making machines. so we get to pick the meaning we place on each moment.”

In other words, life hands you the Vans and the Air Forces.

You decide what they mean.

He does not tell people what to do. He invites them to “try on” principles. To experiment. To meet life differently.

No one-size-fits-all confidence costume.

Just invitation.

Perspective.

Choice.

“My life is about collecting perspectives,” he says.

You can feel that when he speaks. He is not trying to win the room by being the loudest voice in it. He is trying to understand it. To connect across it. To remind people that confidence without empathy is just ego in a nice jacket.

At Misfit Nation, Washington brought depth, warmth and heart-led presence. He has always been a huge supporter of the Misfits — not just showing up as a guest, but as a pillar.

The kind of person who cheers loudly, holds deeply, backs the vision, and makes people feel more possible simply because he is near them.

His other quote says it perfectly:

“Love is for everyone, not just the people you like.”

There it is.

The massive heart beneath the king energy.

Washington Ali does not just teach confidence.

He transmits it.

He reminds us that presence is not about being the biggest person in the room.

It is about being so deeply there that everyone else feels invited to arrive too.

And if he says he is “going to be the best in the world”?

Honestly?

We wouldn’t bet against him.





# MISFIT ICON

Maggie Armstrong

Photography by Tristan Griffiths

## Too Much, Too Fast, Too Brilliant

There is a special kind of nonsense that happens in workplaces.

The policy says, We celebrate difference.

The careers page says, Bring your whole self to work.

Then an actual person with an actual different brain arrives and suddenly everyone starts panicking into their lanyards.

Enter Maggie Armstrong.

Founder of The Neuroverse, neurodiversity consultant, executive coach, and woman on a mission to make work less rigid, less performative, and far less allergic to brilliance that does not arrive in neurotypical packaging.

Her message is simple: “everyone works differently, whether neurodivergent or neurotypical, we all have our own brilliant ways of working and that’s okay!”

Which should not be radical.

And yet, here we are.

Maggie is no longer willing to play along with “Rigidity and masking... Bring on flexibility and self-acceptance !!”

She knows what rigid systems cost. As someone who is dyslexic and dyspraxic, Maggie says she has “always struggled in the work place.” In one early role, she was “forced to leave a company due to issues surrounding my neurodivergence.”

Not because she lacked talent.

Because the environment was not built for her.

That experience nearly made her change career paths altogether, leaving her feeling “like I was never going to be able to live up to anything due to the differences in my own brain.”

But then Maggie found flexibility. She began to understand what she needed to succeed. And after putting on what she calls her “own life jacket,” she looked around and saw other neurodivergent professionals struggling with self-acceptance, masking, prioritising and growth.

So she built The Neuroverse.

Not as a fluffy “be kind” project, but as a serious mission to “change the fabric of organisations” so they can properly support neurodivergent professionals and understand the brilliance that becomes possible when they do.

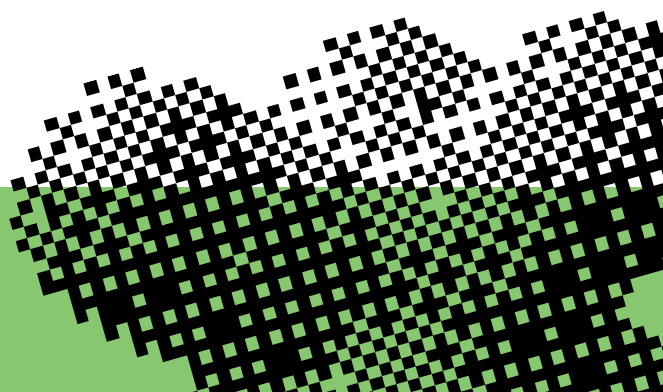
Her title says it all:

“Too much, too fast, too brilliant!”

Because how many people have been called too much when really they were just under-supported?

Too fast, when their brain was simply making connections others had not caught up with yet?

Too brilliant, when the room was too small?





**“If someone says your too much, that’s a reflection of them and not you.”**

Maggie’s work is about permission.

Permission to work differently.

Permission to stop masking.

Permission to understand your own brain.

Permission to stop measuring your brilliance against someone else’s operating system.

As she says: “Not every environment is the right environment for you and that is okay.”

And perhaps her most misfit truth of all:

“If someone says your too much, that’s a reflection of them and not you.”

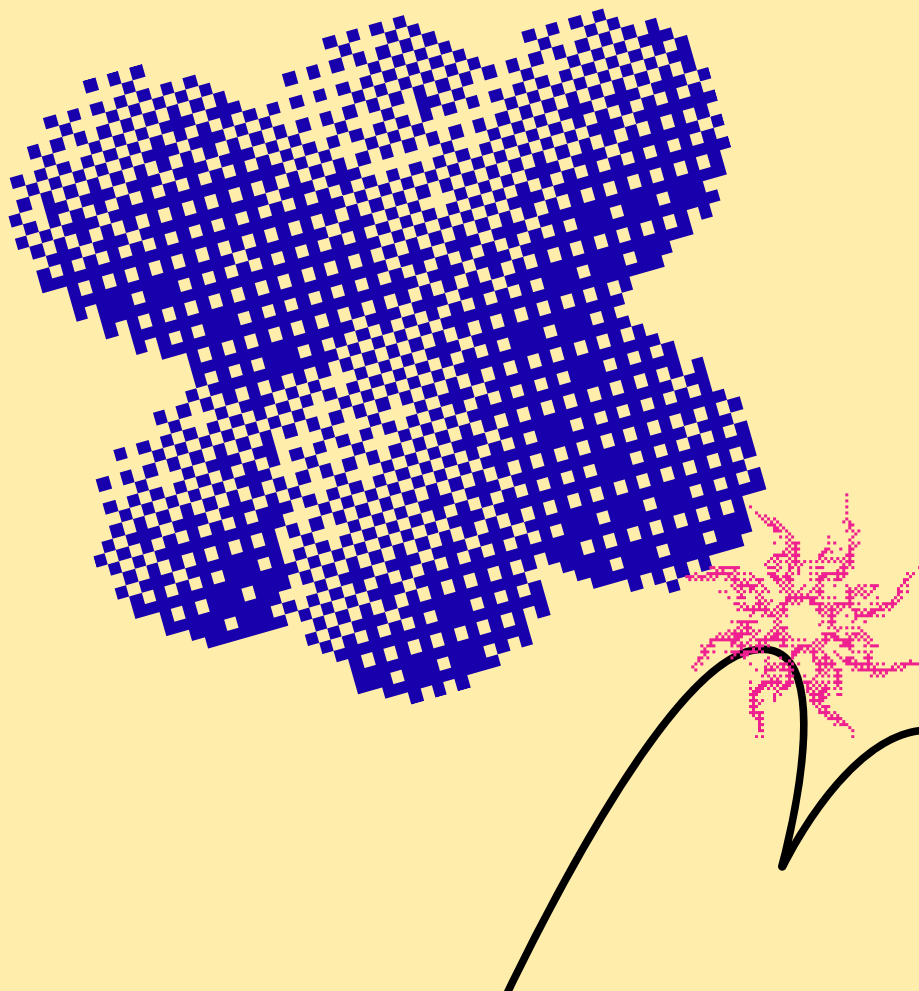
Maggie Armstrong is not here to make neurodivergent professionals more palatable.

She is here to make the world more capable of holding them.

And if that feels too much, too fast, too brilliant?

Good.

Maybe it is finally time the workplace caught up.



# UP THE ANTI!

## Haydn Brown

### The Photographer Making Professionalism Less Beige

There is a particular tragedy that happens the second brilliant people see a camera. One moment they are magnetic, expressive, weird in the best possible way.

The next?

Shoulders up. Smile locked. Soul temporarily evacuated.

Suddenly, they are trying to look “professional” — which somehow became code for neutral, safe, polished and about as thrilling as a beige filing cabinet.

Haydn Brown is not here for that.

As one of the photographers capturing Misfit Nation, Haydn brought his rebellious eye to the day, creating headshots with a misfit twist. Images that did not flatten people into corporate avatars, but pulled out their spark, edge, personality and actual human presence.

Through AntiHeadshot, his work is not really about headshots.

It is about visibility.

Representation.

Identity.

The relief of being photographed as yourself, instead of the version of you held hostage by LinkedIn.

“I stand for authenticity over performance,” Haydn says. “AntiHeadshots exists to challenge traditional branding photography that values looking professional over feeling human.”

His approach is built around people, not poses.

“We talk, play, direct together,” he says, “and make space for people to show up as themselves.”

That word — play — matters.





Because the best portraits are not forced out of people. They are invited. Found somewhere between the laughter, the awkward first five minutes, and the moment someone remembers they are allowed to take up space.

Haydn's eye was shaped in queer spaces — "gay bars, nightlife, performance, Pride marches, community events" — places where visibility is not just aesthetic. It is identity, survival, rebellion and joy.

That is why his work asks a better question:

"What happens if you stop trying to look professional and start trying to look like yourself?"

At Misfit Nation, that question came alive in front of the lens.

These headshots were not about smoothing people into acceptability. They were about catching the moment someone remembered: Oh. I get to be seen like this.



**"Your face holds value."**

Because, as Haydn says, "Your face holds value." Not the edited-to-oblivion version.

Your actual face.

Your story. Your expression. Your presence.

"Nobody should have to lose parts of themselves to look successful," he says.

And that is the quiet revolution inside AntiHeadshot.

Professional does not have to mean beige. It can be colourful, credible, camp, strategic, strange, brilliant, bold — and fully, gloriously you.

Haydn Brown is not just taking headshots.

He is planting a flag for everyone who has ever felt too much for the frame.

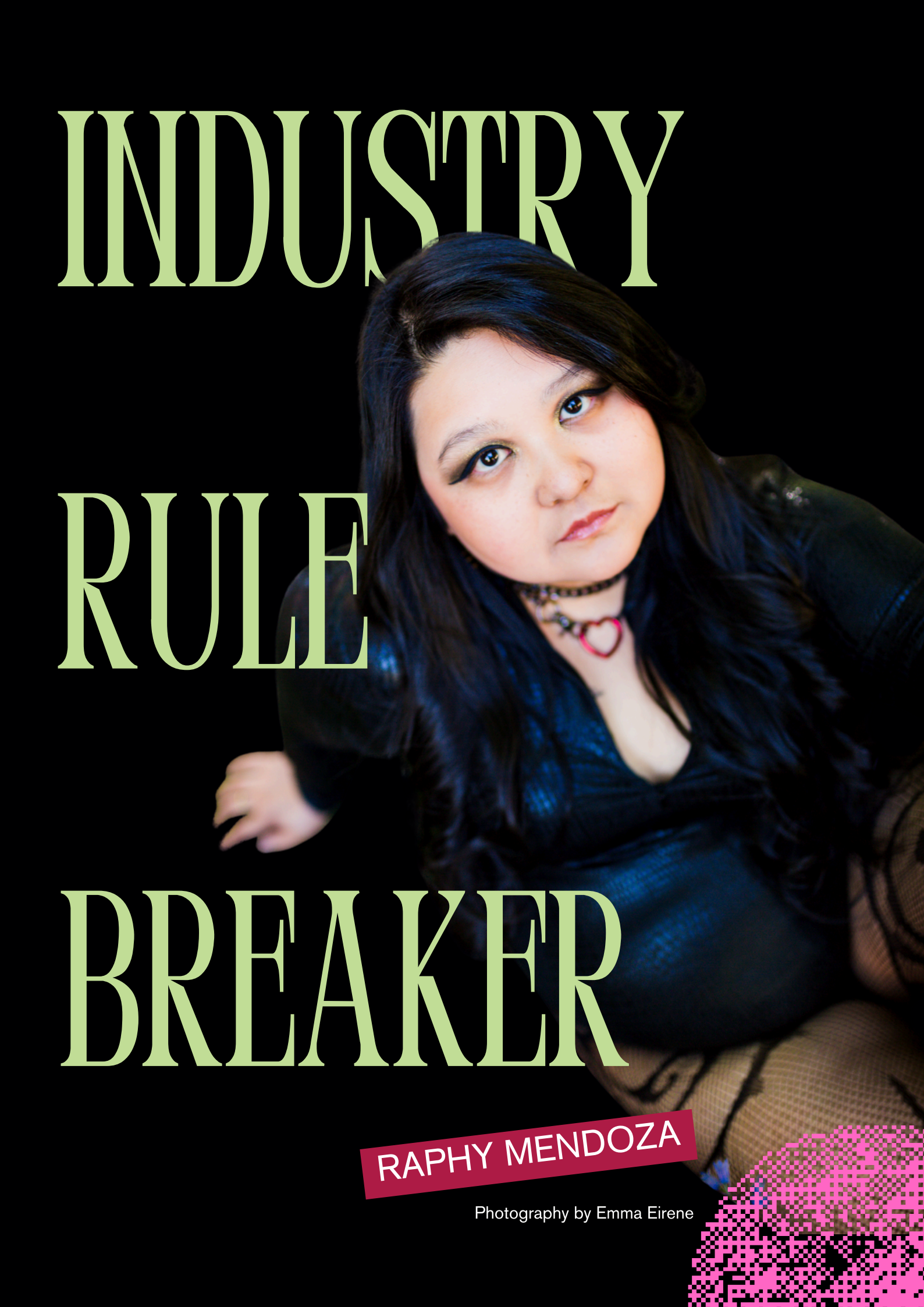
Consider this your permission slip.

Step into the shot.





# INDUSTRY



# RULE

# BREAKER

RAPHY MENDOZA

Photography by Emma Eirene



## If It Doesn't Turn You On, What Are You Even Doing?

There are people who start businesses because they want freedom.

Then, somewhere between the proposals, the client calls, the sensible positioning and the “just circling back” emails that make your soul leave your body, they accidentally build themselves a beautiful little cage.

Nice branding. Great testimonials. Steady income. A calendar full of things they once prayed for. And yet, there they are thinking: Is this the dream? Because babe, this feels suspiciously like a job wearing lipstick.

Raphy Mendoza knows that cage intimately. In 2020, her brand and design business was booming. Referrals were flying in. Then one morning, a new client green-lit a £15k branding proposal.

This should have been a kitchen-dance, cold-tea-knocking-over, Mother has arrived moment. Instead, Raphy sighed and thought: “Ok, here we go. Engage standard operating procedure.” Excuse me?

Since when did a £15k yes feel like loading the dishwasher?

That was the moment she realised her thriving business had become the thing she started a business to escape: a polished, profitable autopilot machine.

“And not the sexy kind,” obviously.

“Everything looked great on the outside,” she says.

“Steady clients, good income, strong reputation. But I was quietly burning out again.”

This is the bit we don't talk about enough: success that looks good but feels dead.

Raphy was excellent at what she did. Annoyingly excellent, actually. But mastery without aliveness became a prettier prison. As she puts it, **“Comfort kills. Not your body... but your spirit.”**

So she did the inconvenient thing.

She admitted the truth.

The business had ended before the income did.

“It took me years (four!) to accept this truth and begin detangling myself from that self-made cage,” she says.

Four years of terrifying what-ifs.

“What if I start something new... and nobody wants it?”

“What if I regret leaving this business?”

“What if this move tarnishes my reputation forever?”

But the only other choice was staying successful, respected — and empty.

“I wasn't living,” she says. “I was just existing.”

Now, as founder of Co>Create Space, artist and creativity coach, Raphy helps artists, creative entrepreneurs and healers do the thing most branding advice politely avoids:

Tell the bloody truth.

Not just in their content. In their work. Their business model. Their leadership. Their body.

Her belief is not subtle: “Artists (including entrepreneurs and healers) are LEADERS in the evolution of human consciousness.”

While half the internet tells creatives to pick a niche, optimise their bio and make three reels a day until they develop a spiritual rash, Raphy asks better questions:

Why are you here on the planet?

What is the collective prayer your work is an answer to?

And, most importantly:

If this doesn't turn you on, what the hell are you doing?

Raphy is not interested in branding as a cosmetic procedure. She is not here to slap a nice colour palette over your self-abandonment and call it strategy.







This is branding for people ready to become unforgettable because they finally stopped trying to be digestible.

Raphy describes herself as “nerd OBSESSED with human beings” — their behaviour, patterns, paradoxes and power dynamics. Her work pulls from personal branding, human design, the enneagram, traditional Chinese medicine, the Akashic records, BDSM and Jungian archetypes. Chaotic dinner party? Yes.

Exactly the medicine modern business needs? Also yes.

She is no longer willing to play along with “surface level strategies designed for short-term wins that season you up nicely to be eaten by AI for a tasty little snack.”

A moment of silence for that sentence.

Because in the age of AI, generic will be devoured. Beige will be blended.

The only thing that keeps your brand alive is what no machine can replicate: your depth, intimacy, self-trust, lived experience and art.

That is why her Misfit Nation talk landed so hard. Raphy reminded the room that your business is not separate from your art. Your brand is not separate from your body. Your visibility is not separate from your self-trust.

And your calendar should not be full of things that make you want to fake your own disappearance. In Raphy’s world, creative self-expression is not a cute extra. It is the key to “literally everything you want” — including, yes, “a business where everything scheduled in your calendar gives you a hard-on.”

Subtle? Absolutely not.

Correct? Painfully.

Since choosing her own deeper path, Raphy’s life now “hits different.”

“I cook slowly. I write poems again. I paint every day. I walk in nature. I connect deeply with people — beyond words, beyond feelings... right to their spirit.”





"I'm here talking about daddy dynamics in your sales," she says, "and asking you what is the collective prayer your work is an answer to?"

Exactly.

She did not need more exciting creative projects.  
She needed more art.

More honesty.

More aliveness.

And now she holds that mirror up for everyone she works with.

Raphy Mendoza is not building another brand.  
She is building a creative rebellion with better questions, deeper roots, and just the right amount of inappropriate innuendo.

And if your business does not turn you on?

Consider this your very official, very misfit permission slip to stop pretending it does.



# VOICES OF

## Misfit Nation

Misfit Nation wasn't built for polite little soundbites. It was built for truth bombs, belly laughs, nervous-system tingles, and the kind of sentences that make you sit up straighter and think, "Well, bugger. I can't unhear that now." Here are the voices that lit up the room.



"If it scares you and excites you, that's your fire. Follow it."  
Emma Eirene



"Comfort kills. Not your body... but your spirit."  
Raphy Mendoza



"If it isn't fun — why would you even do it?"  
Tristan Griffiths



"The sooner you fuck it up, the quicker you figure it out."  
Elisabeth Carley-Leonard

**"Confidence is self trust in action."  
Washington Ali**



**"What happens if you stop trying to  
look professional and start trying to  
look like yourself?"  
Haydn Brown**



**"Not every environment is the right  
environment for you and that is okay."  
Maggie Armstrong**



**"Before your mind catches up,  
your body knows."  
Emma Eirene**



**"You can't outsmart the algorithm, but  
you can out-real everyone else."  
Elisabeth Carley-Leonard**







## The Man Behind the Lens Who Makes Business Look Less Boring

There are photographers who take photos.  
And then there is Tristan.

At Misfit Nation, he was the man behind the lens, capturing the glances, the laughter, the panel moments, the full-body yeses and the slightly feral misfit energy that proved this was not another beige networking day with stale biscuits and name badges.

This had pulse.

And Tristan knows how to find pulse.

His philosophy is simple: “How can I make your life easier?”

# “HOW CAN I MAKE YOUR LIFE EASIER?”

Tristan Griffiths

Honestly, imagine if more business owners started there instead of, “How can I funnel you into my aggressively optimised nurture sequence?” We might all be less traumatised by marketing.

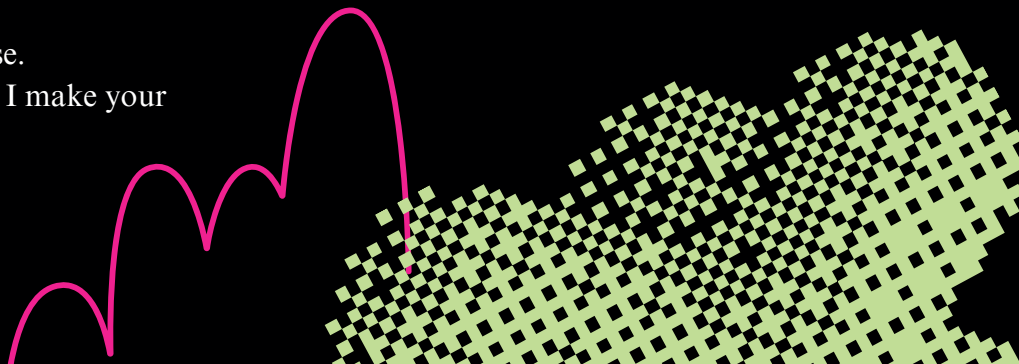
Tristan’s work sits at the intersection of photography, social media, content systems, visibility and human psychology. He describes himself as a “Christian Entrepreneur in business from 12,” who built a “3m audience with no budget,” generated “\$500,000 new business on Snapchat,” consulted for “BBC & Snapchat,” helps people “do a month of social in 30 mins,” and is a published photographer featured in the Louvre and GaryVee’s Press Pack.

It sounds like the kind of bio someone would invent after three espressos and a motivational podcast.

Except, as Tristan puts it: “We all know that kid who stretched the truth — this is ALL true!!!”

What makes him different is the absence of guru nonsense. No smoke. No mirrors. No fake urgency. He is done with “Sneaky sales techniques, false scarcity, and making it hard to buy!!”

His whole thing is ease.





Proper ease. Strategic ease. Human ease. The kind that gets people's brilliance out of their heads and communicated clearly online, so they can build trust, connect with their audience and serve the people they know they can help.

At Misfit Nation, that mattered. On the confidence and presence panel, Tristan brought the perspective of someone who understands visibility from both sides: the strategy and the human wobble. The moment people freeze. Overthink. Spiral. Decide they'll start posting "properly next week" — a mythical land where all content dreams go to die.

His work makes showing up feel lighter.

In his words: "High energy & fun — not really like doing the work — but we certainly get it done!!!"

**"I'm  
unstoppable!"**

Before IN9.Media, there were over 20 years as a chef, running bars, restaurants, events and even a 23-acre conference centre. Then came digital media, a brand that reached 3 million people, Australia, Snapchat campaigns, BBC consulting, and a signature system that helps business owners create "a month of content in 30 minutes."

Very casual. Very normal. Very misfit.

His key quotes say everything:

"How can I make your life easier today?"

"If it isn't fun — why would you even do it?"

"I'm unstoppable!"

At Misfit Nation, Tristan captured the evidence of a room learning to trust its own presence.

And perhaps that is the real magic of his work.

He does not just make people visible.

He makes visibility feel possible.





ARE YOU

A BUSINESS

MISFIT?



# ARE YOU READY TO SHARE YOUR STORY?



Share your voice  
Share your story  
It's time to get VISIBLE!

Be a part of  
the next issue!



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