

The Magazine

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Postnoted

The Antidote to Digital Amnesia



Burnout is not a Strategy

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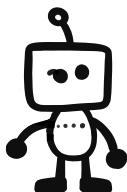
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If you're reading this, you're the kind of person who values thoughtful, timeless work. That's what we aim to publish. And it's what our contributors strive to create.

Thank you to every thinker, writer, illustrator and supporter who made this edition possible. You'll find their names (and often their models, mental frameworks, and provocations) throughout these pages.

Want to contribute to a future edition?
We'd love to hear from you. Details are on our website: www.postnoted.com



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Postnotated Magazine | 1st Edition



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WELCOME TO POSTNOTED[®]

The Antidote to Digital Amnesia

Letter from the Editor

Dear Reader,

There's too much content. You know it. I know it. Most of it scrolls past and disappears. That's the problem.

We wanted to try something different. Something that lasts.

So we created *Postnoted*: a quarterly, collectible magazine for sharp thinking and useful ideas. It's made for people who want to remember the good stuff. The kind of people who underline ideas, scribble notes in the margins, and come back to ideas long after the algorithm forgets them.

Every piece inside is designed to be kept, referenced, or passed on. No stock tips. No hacks. No filler. Just real thinking, beautifully presented.

This is our first edition. An experiment. A statement of intent. And we'd love your feedback. What made you pause? What made you think? What's missing?

And if you've got a signal of your own to share (a mental model, a provocative question, a frame that others could build on) we're always looking for contributors who want their ideas to outlive the scroll.

Thanks for being here at the beginning. Let's build something that lasts.

Warmly,

Debbie Jenkins
Publisher & Strategic Editor, Postnoted.com

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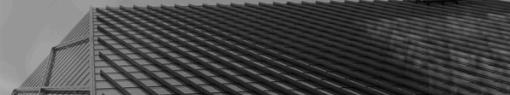
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THE CHOICE PARADOX

Why the Safest-Looking Option Often Carries the Highest Cost

Leadership energy doesn't vanish. It stalls. And when it does, it's not a sign of failure. It's a signal.

You're still leading. Still delivering. Still holding the system together. But something has shifted. And you can feel it.

Progress feels slower. Wins feel flatter. The work still matters, but it no longer moves you.

This isn't a collapse. This isn't burnout. This is the moment before something bigger begins. A moment of potential. Of pressure. Of pause.

In that moment, a door appears.

You don't always name it that way, but you feel it: a conversation you're avoiding, a move you're considering, a truth you're circling.

This is your **sliding door** moment.



by Dr Hanifa Shah OBE

About Dr Hanifa Shah OBE

Pro-Vice Chancellor for STEAM at Birmingham City University and a leading voice in cross-sector education reform. Her debut book, *Orbit Shift: Leadership That Doesn't Burn Out*, is coming soon. It explores how Proper Purpose, courageous decisions, and connection can move leaders and organisations out of survival mode and into sustained systemic impact.

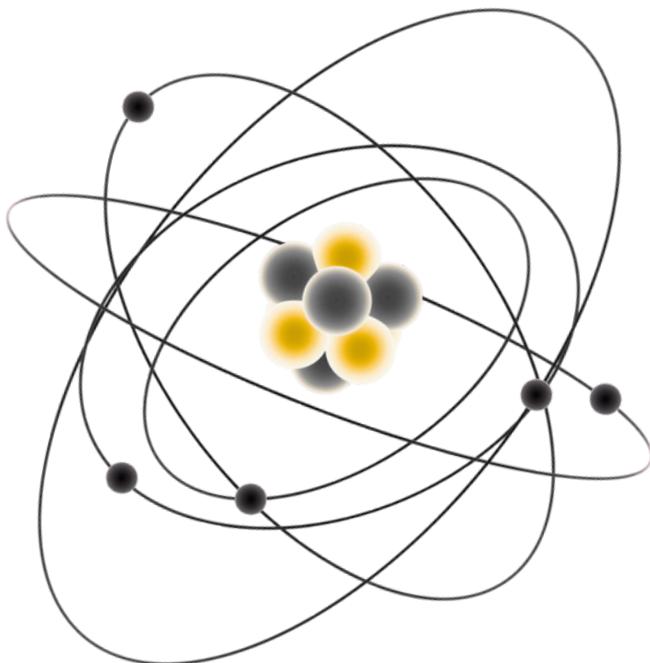
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The Choice You Don't Want to Name

We often think of decisions as big, dramatic acts. But the most important leadership choices arrive quietly. And often, they don't feel like choices at all.

You tell yourself you're just waiting. Thinking. Being responsible. But in reality, you're standing still.

That's the paradox.



We're taught that **doing something** is risky and **doing nothing** is wise. But what if that's backwards?

What if **not acting**, not stepping through the door, is actually the most dangerous decision of all?

The Orbit That Keeps You Circling

Most experienced leaders are excellent at staying in motion. They know how to keep delivering under pressure, holding complexity, and adapting fast.

But staying busy isn't the same as staying aligned. And eventually, the motion becomes a loop. A low orbit.

You keep going because it's what you've always done. You're not crashing. But you're not climbing either.

And slowly, the system starts to wear on you. Decisions feel heavier. Energy feels harder to access. You're doing everything right, and yet, something's missing.

This isn't failure. This is misalignment. And leadership driven by misalignment always starts to stall.



Burnout Is Not a Strategy

What happens when you stay too long on the wrong side of that sliding door?

You keep producing, but it feels hollow.
You keep leading, but it's on autopilot.
You start to shrink the scale of your ambition, not because you lack talent, but because you lack fuel.

Eventually, you mistake this slow stall for sustainability. But let's be clear: **burnout is not a strategy**. And neither is delay.

What Happens When You Step Through

Proper Purpose isn't loud. It's not always convenient. But it's the one thing that turns leadership from grind to gravity.

When you're operating from Proper Purpose, things start to shift:

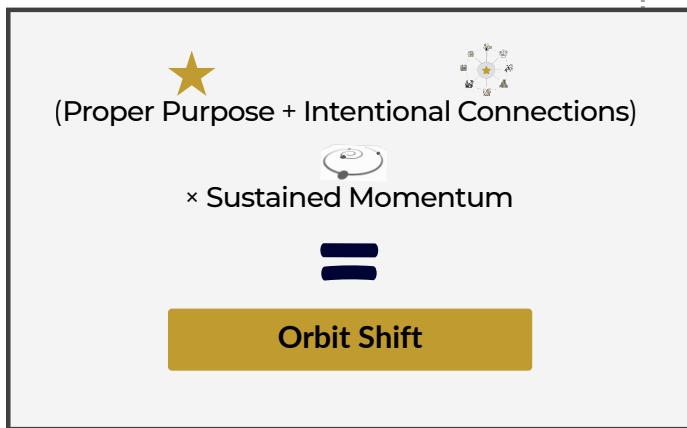
- You stop second-guessing.
- You make braver, cleaner decisions.
- You attract people who move at the same frequency.

You don't have to fight for momentum. You become the source of it.

This is what stepping through the door feels like. Not the absence of fear, but the presence of clarity.



The Orbit-Shifting Formula



That's the equation.

It's not personality. It's not luck. It's alignment, multiplied by courage.

When your purpose is clear, when your relationships are intentional, when your decision is real. You don't need to push the system.

You shift it.

The Door Is Already There

This isn't about making five-year plans or burning everything down.

It's about recognising that moment when a new orbit is waiting for you. When the only thing holding it back is the story you've been telling yourself about risk.

Doing nothing is not safer. It's just slower.

There is always a moment.

A phone call. A conversation. A change you've delayed. A version of yourself that's ready. And one that's holding the line.

The question is not whether you see the door. The question is whether you'll walk through it.



*Doing nothing is not safer.
It's just slower.*

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POSTNOTED: THE ANTIDOTE TO DIGITAL AMNESIA

Postnoted is a quarterly print and digital publication for those who want their best thinking to last. Each edition curates frameworks, essays, and strategic ideas you'll return to again and again—not scroll past and forget.

This publication is:

- A place to think more clearly
- A container for real credibility
- A rejection of the content treadmill

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Written by doctors, psychologists, professors, business leaders, CEOs and entrepreneurs, Postnoted gathers timeless ideas from people shaping how we work, think and relate.

Edition One marks the beginning of a collectible quarterly series—created to be kept, not discarded.

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— Debbie Jenkins, Publisher & Strategic Editor

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Debbie Jenkins, the expert's publisher, helps leading thinkers turn ideas into lasting strategic assets. She is the founder of Postnoted: The Magazine, the author of multiple business books and writes irreverent newsletters from her disaster farm in Spain..

