

NON
CON

with ela crain

a podcast - a place - a path



WHO ARE WE?

We are the place where difference is
accepted

We are about *inspiration*, not imitation

We are about *courage* and
confidence. We encourage you to
embrace parts of yourself that
have been buried for far too long

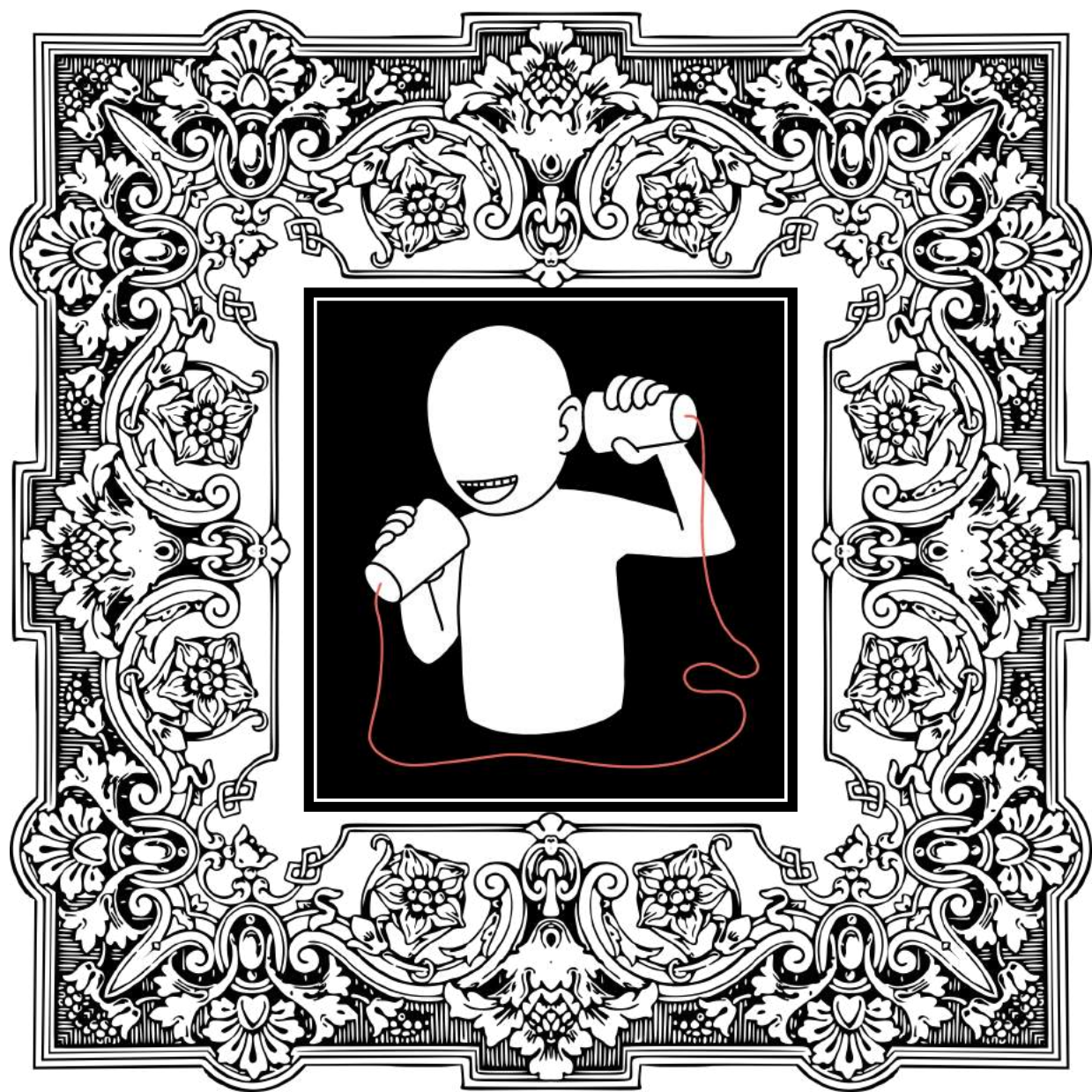


NORMS THE REMOVE

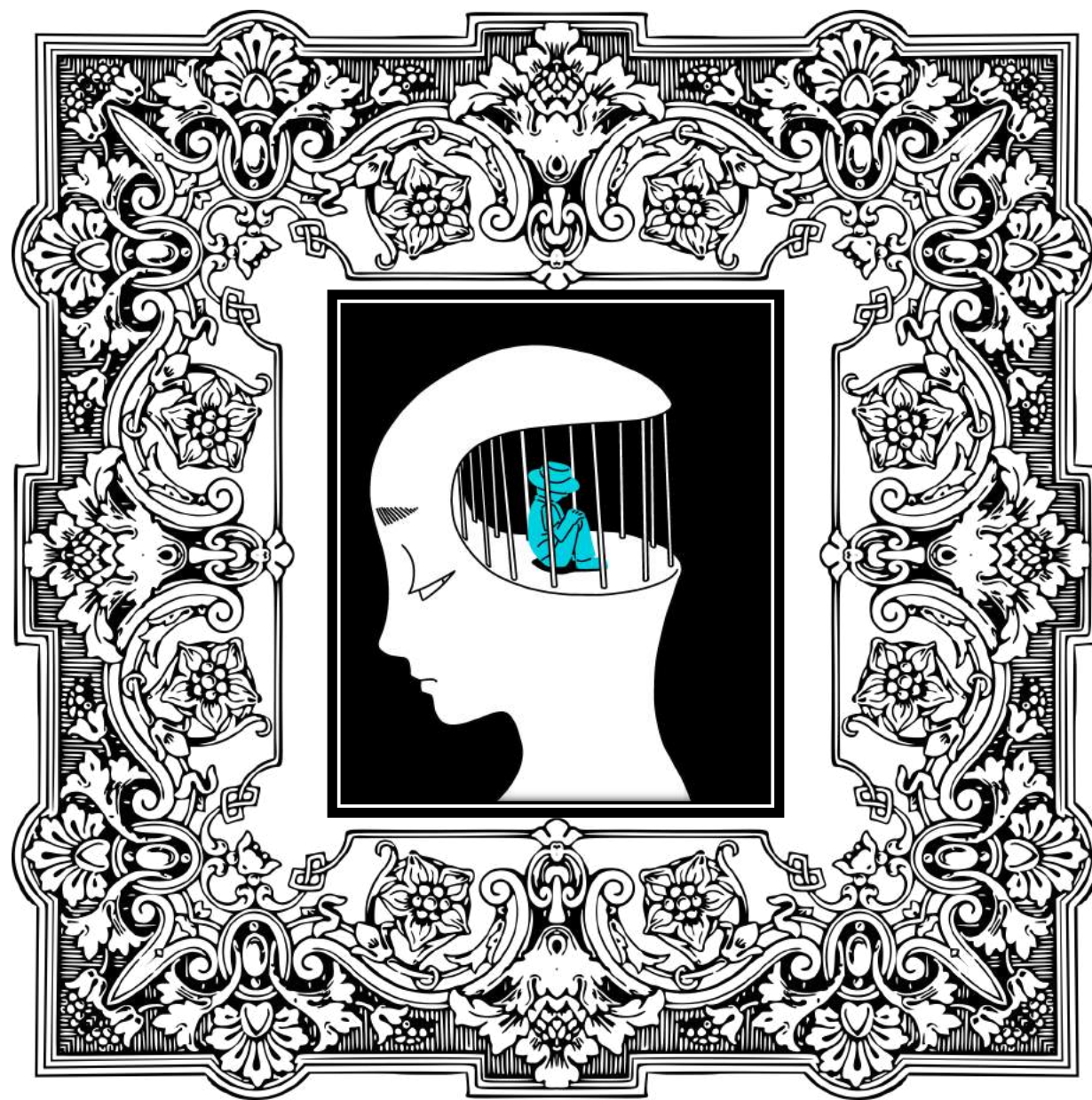
we are...

NONCONFORMISTNONCONTROLLINGNONCONDITIONED
NONCOMPETITIVENONCOMMERCIAL
NONCOMPARABLE

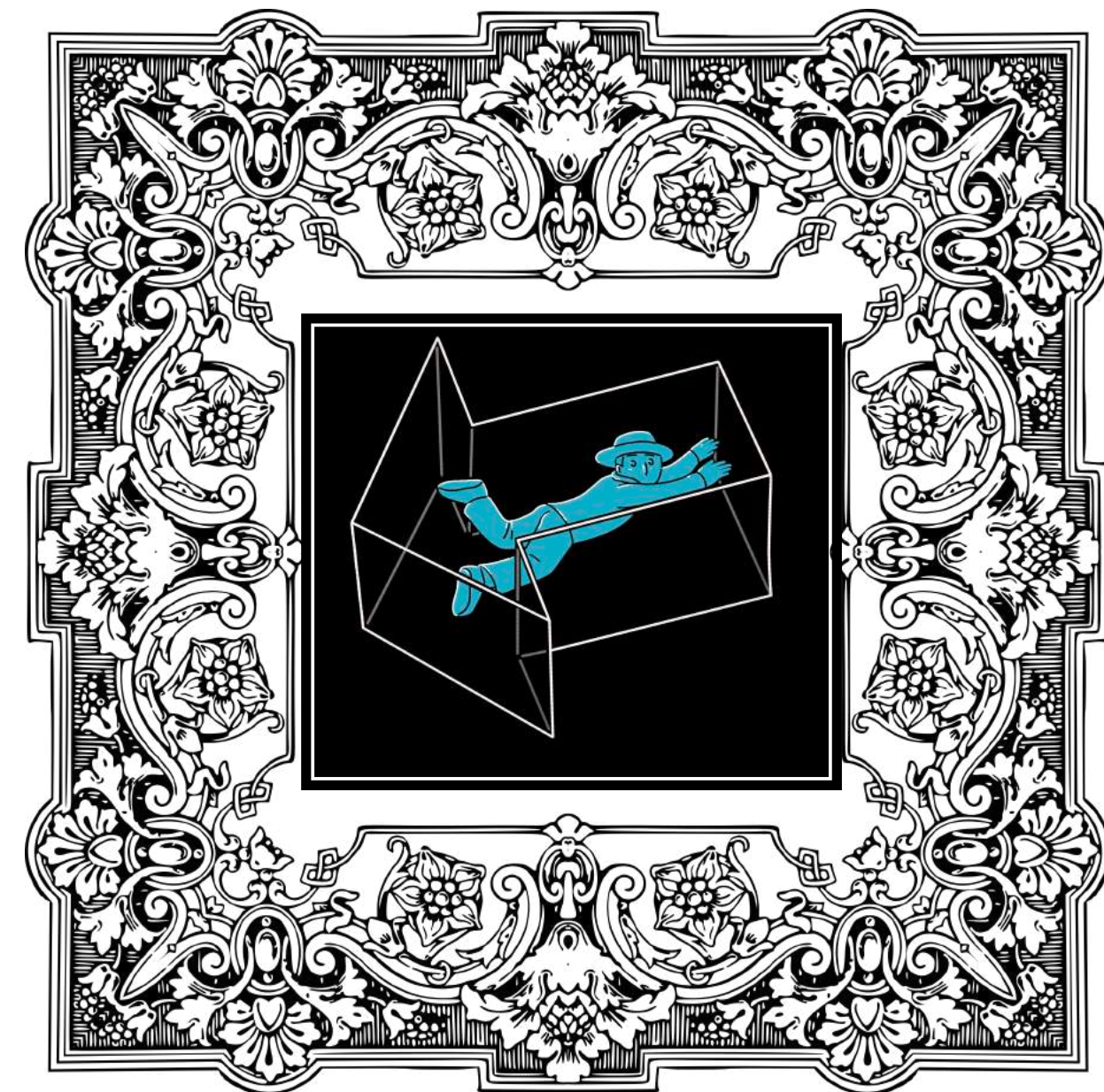
to name but a few.



We aren't building an echo chamber. We want to help build a kind, caring, and accepting community.



We don't want to keep you trapped into our way of thinking. Freedom from mindsets is our greatest aim.



We never drag you in directions you don't want to go in. To us, directions are just more conventions. Let's escape them. Together.

WHAT WE DO DIFFERENTLY

SOMETIMES SILLY

C ' E S T L A V I E

SOMETIMES DEEP

B U R N S U N S H I N E & R O S E S

SOMETIMES GLOOMY

B E I N G S C A R E D S U M M O N S S T R E N G T H



ELA'S PAST,
PRESENT,
AND FUTURE

born into an abnormal world,
she craved, yearned, and loved the normal

an extended family of guns and inflated egos
surrounded her

yet, she saw the **humanity** beneath it all.



Ela forever sees further

Ela wants to uncover and discover journeys
— not just destinations.

Ela is ready to bare herself to the world that shaped her

THE SPIRITUAL NAKEDNESS BEGINS

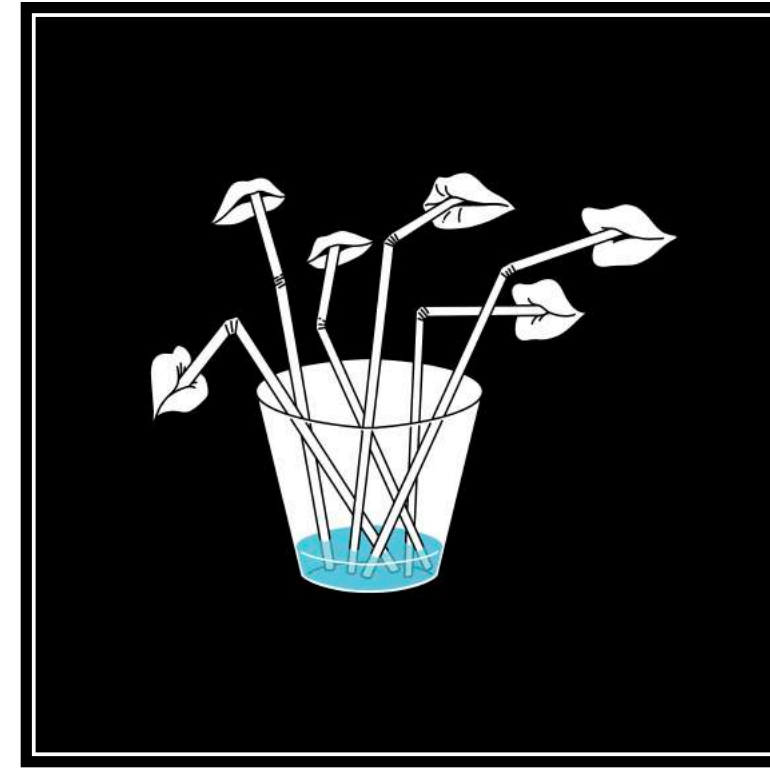
OUR MISSION



PLANET EARTH IS
OUR **LITTLE**
VILLAGE. WE WANT
TO **CARE**,
NURTURE, AND
INSPIRE OUR
FELLOW
PARTNERS-IN-
HUMANITY



WE WANT TO OPEN
NEW DOORS, NEW
MINDSETS, AND
NEW WAYS OF
BEING. LET'S
DISCOVER THE
STRANGENESS
LURKING BEHIND
EVERYTHING



WE WANT TO HELP
BUILD A
COMMUNITY. OUR
AIM IS TO HAVE AN
ECOSYSTEM OF
INDIVIDUALS
LEARNING,
LOVING, AND
LAUGHING.
TOGETHER



WE WANT TO
UNHOOK YOU
FROM THE WORLD
OF INFORMATION
AND INTRODUCE
YOU TO A **SAFE**
SPACE OF BEING.
LET'S BECOME
NONOVERLOADED

O VERCOME BEING AND ACCEPT BECOMING.

U NDERSTAND THE ABNORMAL.

R ESPECT THE NONCONVENTIONAL.

V ALUE ALL VALUES.

A DMIRE TRANSFORMATION OVER TIMELESSNESS.

L OSE ANY UNJUSTIFIED JUDGEMENT.

U NLEASH YOUR INDIVIDUAL POTENTIAL.

E NDURANCE IS THE AIM OF LIFE.

S TOP, DELETE, AND REPEAT YOURSELF. ENDLESSLY.

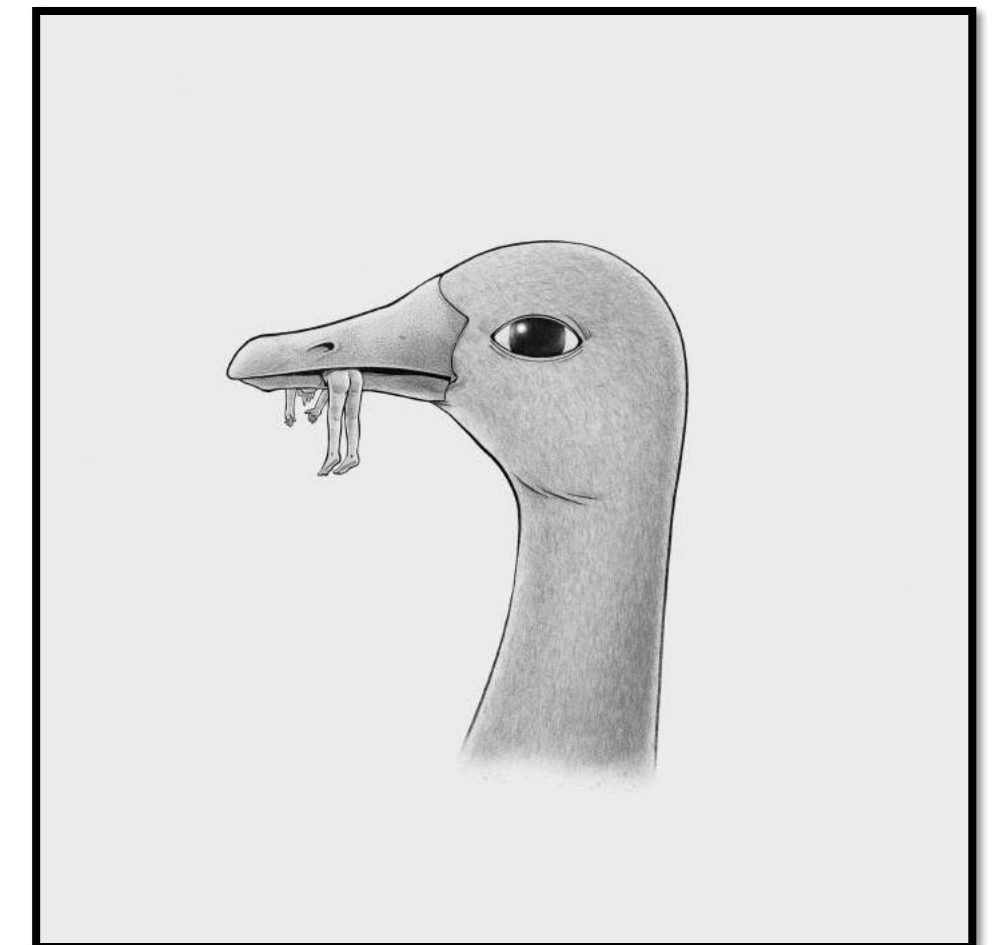
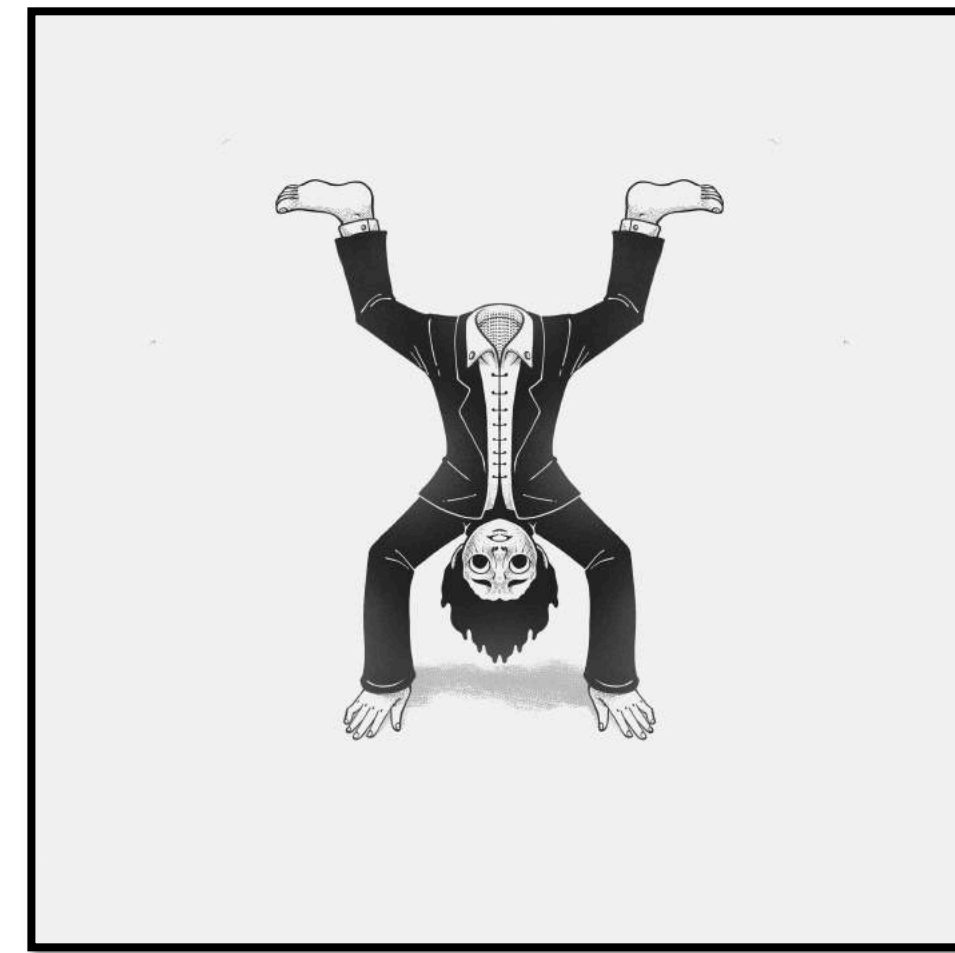
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ADJECTIVE

DEFINE:

NONCONVENTIONAL

1. not established by accepted usage or general agreement; non-traditional: a nonconventional lifestyle; bring together and take in from scattered places or sources
2. nonconventional is a nonconventional spelling of unconventional which means something is nonconventional this is unconventional
3. slightly more sciencey-sounding than unconventional
4. (military) (of weapons, warfare, etc) nuclear or chemical






ELA

JACK

YARKA

YOU



OUR TEAM

hierarchies aren't our thing.

we may have titles, but we don't have rigid roles

we act as a web, not a funnel

Y E S T O I N C L U S I V I T Y

Y E S T O I N T E R C O N N E C T E D N E S S

Y E S T O C O M M U N I T Y

N O T O R U L E S

#VIVALAEVOLUTION

We are a beginning. An origin story in the making. Your original story.

First: we are a podcast. Pure and simple.

We interview guests from all walks of life. One week a suicidal base-jumper appears from the sky above. The next? A CEO reinventing their industry emerges from the ground up.

We ask the questions that don't just describe their current life, but unveil the journey behind the present.

We ask the questions that usually go unasked. It's a good thing that we go beyond the usual.

We want to build a bridge between the conventional and the nonconventional, between the normal and the abnormal. No judgements are passed on either way of living.

We simple wish to create a safe and wonderful place that achieves harmony between these two worlds.

We want to build a community that nurtures and inspires you to embrace your nonconventional side.

normality

abnormality

OLD SELF NEW SELF

NONCONVENTIONAL SELF

the golden mean



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C O N

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