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## FROM STEAMPUNK TO STRATEGY: LOCAL AUTHOR LAUNCHES LEADERSHIP BOOK CELEBRATING THE WEIRD FUTURE OF WORK

**LADYSMITH, NSW** – In a quiet pocket just outside **Wagga Wagga**, a bold new kind of leadership has been brewing—one built on code, curiosity, imagination, and unapologetic weirdness.

Local author and digital strategist **Michael Meyer** will launch his debut book *Weird is the New Normal: The Unlikely Path of Leadership* at the **Steampunk @ Altitude Festival** in **Nimmitabel, NSW**, over the weekend of **May 3–4, 2025**.

Dressed as the book's enigmatic guide *Arcanus*, Meyer invites readers into a future of leadership that's as inventive and unconventional as the festival itself. It's leadership—but not as we know it.

"This is for the ones who debug reality. Who see systems where others see chaos," says Meyer. "The leaders who never fit the corporate mould, but who've always been the ones others turned to in moments that mattered."

The book—developed, written, and published locally in the Riverina—is a bold mix of steampunk fantasy, systems thinking, and deeply human insight. It speaks directly to neurodiverse minds, engineers, gamers, creators, and strategic outsiders who are already leading in their own way, but have never seen their path reflected in traditional leadership narratives.

### Local Work, Global Reach

Despite its regional roots, *Weird is the New Normal* will be distributed globally through over 80 online bookstores including Amazon, thanks to Hambone Publishing. Both eBook and paperback versions will be available worldwide from May 3, with an audiobook version landing on Audible in the months to follow.

Pre-orders are open now via [weirdisthenewnormal.net](https://weirdisthenewnormal.net), with signed copies and illustrated maps of the fictional *Kingdom of Naivohw* included for early supporters.

### Why This Matters Now

As businesses move from the structured certainty of the **industrial era** to the fast-paced ambiguity of the **digital era**, leadership itself is being rewritten. Old models—based on hierarchy, control, and conformity—are cracking under the pressure of complexity, creativity, and change.

"Being weird isn't a liability—it's a leadership advantage," Meyer says. "Digital-era leadership demands systems thinking, emotional intelligence, adaptability, and imagination. That's what weird



people have in spades.”

This isn’t a quirky niche—it’s a serious shift.

*Weird is the New Normal* reframes what it means to lead in the 21st century. It argues that the very traits once considered “too much,” “too precise,” or “too curious” are exactly what modern leadership requires. It’s a celebration of difference, and a toolkit for the future.

And what better place to launch a leadership revolution than a steampunk festival, where Victorian aesthetics collide with futuristic invention, mirroring the very transition the world is going through now?

### About the Author

**Michael Meyer** is a regional digital & leaderships strategist and founder of M31 Consulting, trusted by mid-market business leaders across Australia. Based in **Ladysmith, NSW**, he advises boards and executives on navigating the complex intersection of digital technology, leadership, and culture—with straight-talking, deeply strategic advice.

### Media, Interviews & Press Kits

Contact **Michael Meyer** at [hello@weirdisthenewnormal.net](mailto:hello@weirdisthenewnormal.net) or 0448 98 00 97.  
Press kits, high-res images, and visuals of *Arcanus* available upon request.