

CHOICES

SUMMER 2024 THE OFFICIAL PUBLICATION OF THE WOMEN ENTREPRENEURS ASSOCIATION



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- Mack Jackson Jr.

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From ^{the} Editor

effective leadership remains the cornerstone of success and progress.

This issue is designed to be a comprehensive guide, a source of inspiration, and a catalyst for your own leadership journey. We have gathered insights from renowned leaders, thought-provoking essays, and practical advice from those on the front lines of change. Our goal is to provide you with diverse perspectives and actionable strategies that you can apply in your own unique contexts.

Leadership is not confined to titles or positions. It is about influence, integrity, and the ability to inspire others towards a common goal.

As you read through this issue, we encourage you to reflect on your own

leadership style, to consider how you can make a positive impact in your spheres of influence, and to take these lessons to heart. Leadership is a journey of continuous growth and learning, and we are honored to accompany you on this path.

Thank you for being part of our community. We hope this issue will spark new ideas, ignite your passion, and empower you to lead with purpose and conviction.

Warm regards,

Judi Moreo
Editor-in-Chief
Choices

Welcome to this special issue of our magazine, dedicated to the ever evolving and profoundly impactful topic of Leadership.

In today's rapidly changing world, the need for strong, adaptive, and empathetic leaders has never been more critical. Whether navigating the complexities of a global pandemic, addressing the urgent demands for social justice, or steering organizations through the turbulent waters of economic uncertainty,



ON THE COVER

TRACEY STARR

ENTREPRENEUR, CONSULTANT, AUTHOR, SPEAKER,
AND CO-FOUNDER, WOMEN ENTREPRENEURS ASSOCIATION

BY JUDI MOREO

Tracey Samlow Starr is a vibrant serial entrepreneur, business and personal development coach, and multiple #1 Amazon best-selling author. Celebrated for her entrepreneurial spirit and philanthropic dedication, Tracey is committed to positively impacting the world. With decades of experience running and launching multi-million-dollar organizations, she offers comprehensive services, including business advisory, marketing, sales development, special events, public relations, networking, systems implementation, and streamlining operations. She specializes in strategic joint ventures and teaching affiliate partnership marketing, providing heart-centered, customer-focused, world-class service.

Known as the Heart 2 Heart Connector™, Tracey excels at bringing people and information together to spark innovative collaborations. Her journey centers on forging win/win/win strategic partnerships and fostering a culture of sharing and giving back, collaborating with renowned transformational leaders to help them grow their communities, share their gifts, and inspire humanity to live their dreams. Tracey dedicates most of her energy to working within the personal development world and entrepreneurial training while still influencing the hospitality, health, wellness (biohacking), and turnaround management industries with a new focus on helping entrepreneurs integrate Artificial Intelligence into their businesses.

As co-founder of the Women Entrepreneurs Association, tell us about your background and inspiration behind this new business.

Entrepreneurship has been my lifeblood for over 25 years- I've ridden the highs and lows, tasted both



great success and significant failure firsthand... and I LOVE it! Starting the Women Entrepreneurs Association with my dear friend and mentor, Judi Moreo, was an organic next phase of my journey. One of my biggest superpowers is being a natural-born networker and heart-centered connector of people and resources.

The idea for the Women Entrepreneurs Association was sparked while connecting with Judi about our entrepreneurial experiences, awards, and challenges as women in business. What we should do suddenly became clear: create a space to amplify women's voices in entrepreneurship on a significant scale, providing a global platform for support, resources, and collaboration. The entrepreneurial spirit in women is often diminished or overlooked. Still, if we encourage and empower the entrepreneurial spirit in more women and join forces to lift each other higher, we can significantly enhance the optimistic impact female founders have on humanity. The fire in my belly just won't quit until more women everywhere feel empowered to boldly pursue their dreams, live their visions, and positively impact our world.

Who influenced you?

My key influencers and inspirations include Debra Poneman, founder of YesToSuccess.com, who mentored renowned thought leaders, Deepak Chopra, Marianne Williamson, Marci Shimoff, Janet Attwood, and countless others... including me. Debra became my dear friend years before asking me to work with her in launching her Your Year of Miracles online program with Marci Shimoff. Debra connected me to world-renowned thought leaders



and experts in personal development, which led to my personal and professional transformation. Her conscious connections moved me to Las Vegas and ultimately led me to meet and partner with Judi Moreo and find my perfect partner, Bob Doyle (expert in the global phenomenon "The Secret"). I am eternally grateful to Debra for helping me live my dreams and become the best version of me!

Judi Moreo, founder of Turning Point International, Choices Magazine, and Life Choices Books and my partner and co-founder of the Women Entrepreneurs Association, has been another major inspiration who has motivated me to act and move the needle forward in my business and personal life over the years. Her life

story is awe-inspiring, and she truly is a world-class Achievement and Creativity Coach!

What inspired you?

The book "Rich Dad Poor Dad" inspired me to become an entrepreneur in 1997, and the movie "The Secret" was my wake-up call to focus on helping others better their lives. I am also inspired by Napoleon Hill's "Think and Grow Rich" book and other thought leaders I call "Miracle Messengers™," whose wisdom helps humanity live better lives.

Your life looks so glamorous. Do you feel you have a glamorous life?

Reflecting, I can say that I have indeed been offered some glamorous life

experiences. I've had a fantastic journey filled with extraordinary twists and turns that most only dream of. I've been blessed with celebrity friends and conscious connections along the way. I gratefully served as President of



PivenTheatre.org and worked with actor legends and musical talents like Richard Marx, Diana Ross, Jon Secada, and The Smashing Pumpkins. With my hospitality businesses, I hosted some of the most lavish parties and large-scale events for thousands, catering to global leaders like Oprah, President Obama, Margaret Thatcher, elite celebrity athletes, Chicago sports teams, Fortune 100 companies, Nobel laureates, and internationally renowned entertainers and influencers.

I have also acted in films and television commercials and been featured in print and other media. I've been interviewed countless times, and occasionally, I still do voice-overs, which is pure fun for me now. While certainly "glamorous," these experiences have been cherished blessings in my life's journey.

How do I give back?

I've served on several boards of directors, including the Rotary Club of Evanston, the Evanston Chamber of Commerce, and the Senior Resources Foundation, now Midlife Ventures. I've supported organizations like the Gene Siskel Film Center, the Art Institute of Chicago, and many other non-profits. Assisting fellow women entrepreneurs has always inspired me. I helped launch a chapter of the National Association of Women Business Owners and co-founded the women's group in the Turnaround Management Association. Now, in co-founding the Women

Entrepreneurs Association, I have an incredible opportunity to give back by leading a global community of strong women entrepreneurs- an endeavor fully aligned with my purpose of making a positive difference worldwide.

What has been the biggest surprise you've encountered?

My biggest surprise was my divorce and #singlemomsyndrome in 2014; my husband of two decades unexpectedly left our marriage. I was devastated to find myself alone as the sole provider for our two young children with no financial or support system in place. It was an extremely traumatic experience that rocked me to my core. However, what initially felt like one of the darkest periods of my life ultimately became an invaluable period of personal growth and transformation and one of my greatest life lessons. I've learned so much about who I am, who I want to be, and how I want to show up. The traumas have given me new perspectives, made me more robust and humbler, and given me massive opportunities to practice forgiveness and unconditional love.

What is your proudest moment?

I prefer "gratitude" over "pride" - different energy and perspective. I don't have only one crowning proud moment to share. Being a mom to my two amazing kids has given me countless moments to be "proud." Watching them grow into the beautiful souls they are today is my most incredible pride and honor! As an entrepreneur and mentor, I've also been the catalyst for many miracles in other people's lives. Those moments of sparking innovative collaborations,

forging heart-centered partnerships, and holding space for others' transformations give me a profound sense of fulfillment and gratitude. None of this would be possible for me now without the grounding, loving presence of my "perfect partner," Bob Doyle. He's more than my beloved - he's a renowned thought leader whose work with brain rewiring, neuroplasticity, and the Law of Attraction helps me shed limiting beliefs daily to become the brightest version of myself. Bob's current work in creative AI and Virtual Reality inspires me to see this world through a different lens, allowing me to explore new realities, expand my energy and brilliantly shine my light. Our connection transcends traditional relationship boxes. Gratitude is an endless flow when you are constantly awed by this journey!

What have been the biggest challenges you have faced?

Some of my biggest challenges have been overcoming people-pleasing tendencies and negative self-talk. For so long, I was wired to automatically look for problems to fix to please others rather than being present or valuing my own needs first. Often, we are programmed for self-doubt, fear, and self-sabotage. Breaking free from those limiting beliefs takes daily rituals like meditation, visualization, affirmations, list writing, and feeling into the life I wish to create. I'm slowly reprogramming my inner narrative to one of unconditional self-love and limitless possibility.

What's the best advice you've ever been given?

One of the most transformative pieces of advice I've received is Mel Robbins'

“ I intentionally make conscious connections, surrounding myself with heart-centered, positive people with integrity, so it's easy for me to create win/win/win experiences for all concerned.”

5 Second Rule. It's a powerful life hack that helps me bypass the endless cycle of overthinking, self-doubt, and procrastination that often holds us back from acting. The rule is simplicity: when you feel yourself hesitating before doing something, count backward 5-4-3-2-1 and physically move toward your goal. Those 5 seconds are enough to silence the mind's excuses and kickstart you into action before your subconscious has a chance to stop you. Since integrating this practice, I've found myself more focused, decisive, and productive in progressing towards my dreams and goals. Mel's 5-Second Rule is a game-changer that helps reinforce the habit of showing up as the version of myself I want to be.


What are your best business connections?

My best business connections are the expert entrepreneurs, global leaders, speakers, authors, and coaches who hire me to strategically connect them for partnerships, joint ventures, and valuable resources and guidance. Networking is one of my greatest joys and strengths- I love making genuine heart-to-heart connections with people. Through my regular involvement with local and global business groups and masterminds,

like Flight Club and Speakeasy, I am constantly expanding my network of conscious changemakers dedicated to making a positive impact. My role is to foster collaborative relationships that allow these innovators to amplify their reach and messaging. This includes the growing community we are creating with the Women Entrepreneurs Association.

Do you make conscious connections?

YES! I intentionally make conscious connections, surrounding myself with heart-centered, positive people with integrity, so it's easy for me to create win/win/win experiences for all concerned. Whether personal or professional, I do my best to be a valuable resource for my community by networking and making quality introductions. My purpose is to help conscious messengers (Miracle Messengers™) have their voices heard and share their messages with the world so that we can make a positive global impact together. I wish to inspire everyone to live authentically, practice unconditional love (self and others), and manifest their dreams by reaching out, working together, and sharing. Otherwise known as making... Conscious Connections.

A dirt path winds through a lush green forest of birch trees. The path is made of reddish-brown earth and is flanked by tall grasses and ferns. The trees are tall and thin, with white bark and green leaves. The path leads into the distance, disappearing into the trees.

**“Do not follow where the path may lead.
Go instead where there is no path and
leave a trail.”**

**MURIEL STRODE
POET**

ENERGIZE YOUR LEADERSHIP: THE BENEFITS OF EXERCISE FOR ENTREPRENEURS

BY COURTNEY LANDIN, ITALY



Photo by Mikhail Nilov

In this fast-paced world where we often juggle multiple roles and responsibilities, maintaining peak performance is crucial. But what if the secret to enhancing leadership skills was not in the latest management book or cutting-edge productivity tool, but in something as simple and accessible as regular exercise? Let's explore how breaking a sweat can break barriers in leadership and supercharge your business success.

1. Boosting Mental Clarity and Decision-Making

We, as leaders, are required to make countless decisions daily, from strategic planning to on-the-spot problem-solving. Exercise has been proven to enhance cognitive function and mental clarity. Activities like

running, cycling, or even a brisk walk can increase blood flow to the brain, improving memory and concentration. This mental sharpness helps us think more clearly and make better decisions, ultimately steering our business in the right direction.

2. Enhancing Creativity and Innovation

Stuck on a tough problem or need a fresh idea? Hit the gym or take a yoga class. Exercise stimulates the production of neurochemicals that promote brain plasticity, enhancing your ability to learn and create new connections. Many successful entrepreneurs swear by their workout routines as a source of their best ideas. Whether it's a morning jog or an evening swim, physical activity can

lead to those "Aha!" moments that drive innovation and creativity in your business.

3. Building Resilience and Stress Management

Whether you are a solopreneur or in charge of a team, leadership is inherently stressful. From financial pressures to managing team dynamics, or being a one-woman band; stress is a constant companion. Regular exercise is a natural stress reliever, reducing levels of the body's stress hormones, such as adrenaline and cortisol. It also stimulates the production of endorphins, the body's natural mood elevators. By incorporating exercise into your routine, you can build resilience, manage stress more effectively, and



Photo by Cottonbro Studio

maintain a positive outlook even during challenging times.

4. Improving Energy and Productivity

It might seem counterintuitive, but expending energy through exercise actually increases overall energy levels. Regular physical activity enhances cardiovascular health, leading to improved stamina and reduced fatigue. This boost in energy can translate into higher productivity levels, enabling you to tackle tasks more efficiently and maintain a steady workflow throughout the day.

5. Leading by Example

As a leader, your actions set the tone for your team or even your family. By prioritizing fitness, you improve your health and encourage a culture of wellness within your business

and home. Organize team workouts or participate in fitness challenges together. This not only fosters team cohesion but also demonstrates your commitment to a healthy work-life balance. When your team or even your kids see you investing in your well-being, they are more likely to follow suit, leading to a healthier, more engaged, and productive workforce and home.

6. Promoting Better Sleep

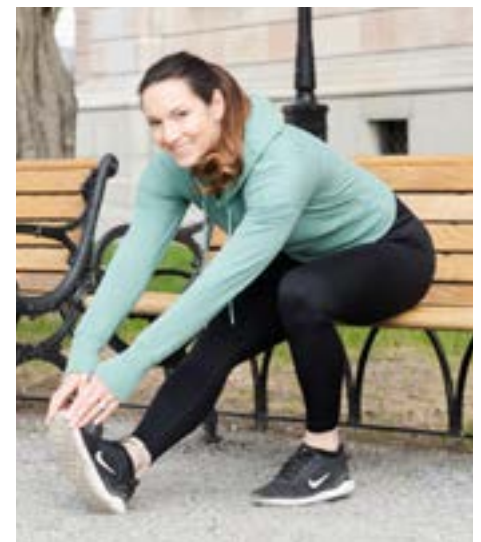
Good leaders need good rest. Exercise has been shown to improve sleep quality by helping you fall asleep faster and deepening your sleep. Better sleep means you wake up feeling refreshed and ready to tackle the day's challenges with a clear mind and a positive attitude.

7. Enhancing Confidence and Motivation

There's nothing quite like the confidence boost that comes from achieving a personal fitness goal, whether it's running a marathon, mastering a challenging yoga pose, or hitting a new personal best in weightlifting. This newfound confidence spills over into your professional life, enhancing your ability to motivate and inspire yourself or your team. A confident leader is more persuasive and influential, critical for driving your business forward.

Incorporating regular exercise into your routine is not just about staying fit; it's a powerful tool to enhance your leadership capabilities. It boosts mental clarity and creativity, helps manage stress, and improves productivity. The benefits are numerous! So, lace up those sneakers,

hit the yoga mat, or dive into the pool. Your body, mind, and business will thank you for it. If you need tips on incorporating regular exercise or self-care into your week, check out "[3 Practical Tips for Your Weekly Routine](#)" in Choices magazine's Spring 2024 issue. Here's to a healthier, happier, and more successful leadership journey!




ABOUT THE AUTHOR

Courtney Landin is a dynamic force who refuses to be a mere spectator in the grand arena of life. A two-time Olympian and proud US Military Veteran, she has charted her own path, emerging as an accomplished author of five books, course creator, speaker, and holistic health and mindset coach. With a fervent passion for personal growth and cultural exploration, Courtney hosts a Rest, Reset & Renew Retreat in Italy to provide space for entrepreneurs to pause and plan for their personal and professional development. The next retreat will be in October 2024 in Tuscany and you can visit LivingHealthyHappy.com to learn more about attending this life-changing retreat.

Instagram: [@LivingHealthyHappy](https://www.instagram.com/LivingHealthyHappy)

LinkedIn: [Courtney Landin](https://www.linkedin.com/in/CourtneyLandin)

Facebook: [LivingHealthyHappy](https://www.facebook.com/LivingHealthyHappy)

A close-up portrait of Marianne Williamson, a woman with long, wavy, grey hair. She is looking directly at the camera with a slight, thoughtful smile. Her hands are clasped together in front of her chin. She is wearing a light blue denim shirt. The background is a plain, light grey color.

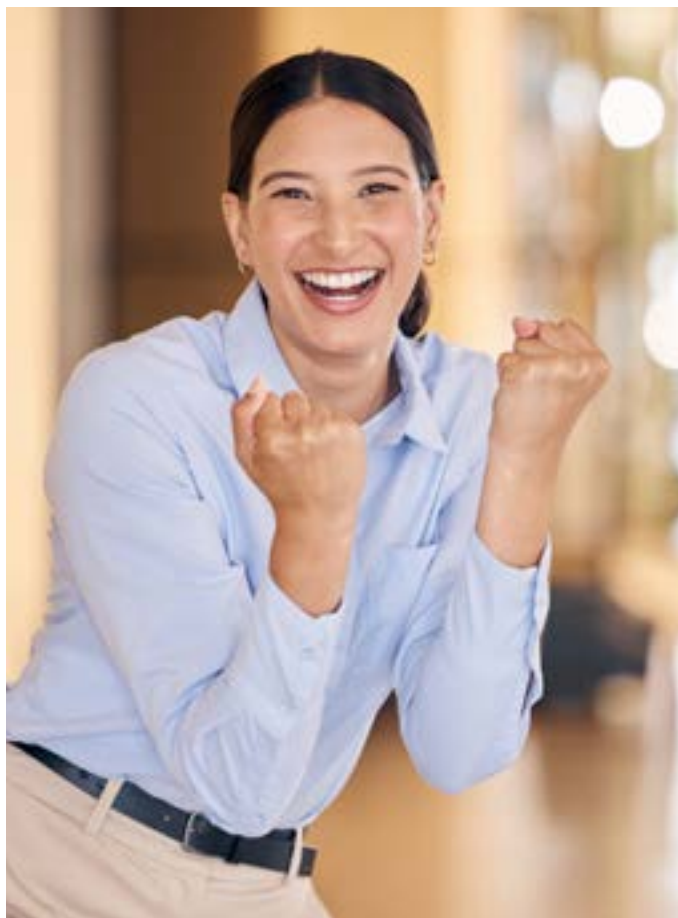
“Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure.”

MARIANNE WILLIAMSON
AUTHOR AND ACTIVIST

Success & Wellness: An Italian Retreat for Female Entrepreneurs

Join this 6-day retreat in the calming hills of Tuscany with a group of dynamic female entrepreneurs on a journey towards both wellness and business success. You'll be guided by Courtney Landin, a former Olympic athlete turned holistic health coach, to learn the principles that will allow you to reach success in your personal and professional life.

***For more information, visit LivingHealthyHappy.com/ItalyBestLife
Use 'CHOICES' for 10%!***



**“Passion is energy.
Feel the power that
comes from focusing
on what excites you.”**

**OPRAH WINFREY
MEDIA EXECUTIVE AND
PHILANTHROPIST**

TRUE INTENT WITH HORSEPOWER

BY PIA AULT, LA CALA MIJAS, COSTA DEL SOL, SPAIN

Old Grey Mare lived and died on her own terms. Wild and free, and in her last hours, surrounded by her herd, who stood silent on a ridge above her. They held the sacred space and quietly grieved her passing. She was an estimated 32 years old. For months, she refused to come down the mountain to receive special care or feed from Return to Freedom Sanctuary caretakers. She wanted to stay with her herd, even if she was now a bit slower and weaker.

I had no idea I would be the last human to interact with her. Three days earlier, I was sitting on that mountainside in central California, rimmed by the mighty Pacific Ocean. It was impossible to imagine, looking at her thin, frail, hollowed-out skeletal body, that she had once been a fierce, strong, and powerful lead mare, who for years had guided her herd to food and water or to protection from potential dangers. I felt such a deep connection to her, felt it in my body, soul, and mind. Her unspoken, wise messages flowed to me while she kept a curious eye on me as she grazed a few feet from where I sat in the tall grass. “Be patient, don’t let anyone control your actions, live on your own terms, and lead with certainty and intent!” Those words are with me every day in everything I do.



In the past decade (in my fifties), I have launched two successful businesses and have partnered to collaborate on numerous projects with several other women, so I appropriately call myself a mature entrepreneur. I am also a ‘lead mare’. Generally, a lead mare is an older

female who has gained wisdom and experience, is respected for her ability to settle conflicts peacefully, and can provide direction, guiding the herd to safety and resources. She can assert dominance, and she leads with clear communication and intent. Together with the lead stallion and a few

“When you intentionally use your everyday life to bring about positive change in the lives of others, you begin to live a life that matters.”

JOHN MAXWELL

sentinels who guard the periphery, the lead mare shares responsibility for the herd’s safety, which enables the more vulnerable members, other mares, and foals to graze and conserve energy. I embody this entirely!

Full of courage and curiosity and with an explorer’s mindset, I am inspiring, free-thinking, fearless, and empathic. Have there been self-doubts? Absolutely. Without doubt, there can be no conflict; without conflict, there can be no conversation, and without conversation, there can be no intent or action. You need intent to lead successful businesses, set the strategy, market the ideas and content, and service clients.

My ability to set intent was shaped through horse wisdom. So was my ability to set healthy boundaries. Wisdom passed on to me from my first interaction with these sentient

beings at age five and further from the guidance and healing I have received from my high-spirited Arabian lead mare, Lola, who came into my life 14 years ago. So, I was not surprised when I received the message from Old Grey Mare. Horses set clear boundaries with each other all the time. It keeps the herd safe and in order. Often, when women try to set stronger boundaries, we then ruminate over whether we hurt someone’s feelings, or they stop liking us. Setting boundaries does not mean erecting a rigid wall or saying a hard “NO”; finding that balance is a skill. Patience is a virtue lest you miss something important if you move too fast. Being controlled by others and not having your own authentic voice can lead to resentment, compromised values, and a sense of judgment and loss. Having no direction or intent can cause disconnect and misalignment with our goals.

Applying this powerful wisdom to humans is a valuable lesson in leadership. Any female leader or entrepreneur who has faced self-doubt, made themselves small, or experienced imposter syndrome, a feeling of not belonging, not being seen or heard, can benefit from lead mare lessons. This is the wisdom I am passionate about bringing to other females dreaming about starting their own businesses. Be true to yourself and lead with intent, clarity, and certainty. Embrace the self-doubts that are sure to pop up. Be patient, emotionally agile, and strong in adversity and uncertainty.



ABOUT THE AUTHOR

Pia Ault, CPCC, PCC, MS Psychology, MBA, is a certified Executive and Leadership coach, holding the PCC credential under the banner of the International Coach Federation.

A native of Copenhagen, Denmark, Pia is currently living in Spain and is a frequent keynote and guest speaker at regional business conferences and corporate events on the topics of Empowerment, Social Issues, Conversational Intelligence, and Emotions & Empathy in the Workplace.



**“If you’re not making
some notable mistakes
along the way, you’re
certainly not taking
enough business and
career chances.”**

**SALLIE KRAWCHECK
CEO & CO-FOUNDER,
ELLEVEST**

FROM DARKNESS TO LIGHT: A JOURNEY OF EMPOWERMENT AND RESILIENCE

BY MICHELLE WATSON, ESSEX, ENGLAND

In 2004, my life took a dramatic turn. After enduring five years of an abusive marriage with a man who seemed to have a split personality - Dr. Jekyll one moment and Mr. Hyde the next - I made the courageous decision to break free from the grip of fear and pain. Like many others, I held onto the hope that he would change, especially for the sake of our children.

The weight of shame prevented me from confiding in my family and friends about the struggles I faced. In silence, the challenges I encountered eroded my spirit. I reached a breaking point, and the darkest corners of my mind whispered thoughts of escaping the pain permanently, so I attempted suicide. Ironically, even after leaving the marriage, challenges persisted. I became a target- stalked, with my house broken into, my clothes cut to shreds, and my car vandalized.

But within that darkness, a flicker of clarity emerged. With every ounce of courage I could muster, I began reclaiming my life, my freedom. Overcoming adversity, I embarked on self-discovery and empowerment, transforming my pain into purpose. Through personal development, coaching, and spiritual growth, I found





the strength to rewrite my story and my first book.

As I navigated through the challenges of financial strain, low self-esteem, self-doubt, and thoughts of self-destruction, I nurtured my passion for writing and coaching. Drawing from my own experiences, I sought to inspire and empower others. Persistence became my ally as I refused to let setbacks define me. Gradually, my contributions began to receive recognition. I was honored with prestigious awards and accolades, even receiving one from the late Her Majesty Queen Elizabeth herself.

Today, I stand as a testament to resilience and faith, living a purposeful life guided by the grace of God. I aim to serve and uplift others, sharing my story to ignite hope and inspire transformation. I want to demonstrate that with dedication and support, anyone can conquer obstacles, achieve greatness, and leave a legacy that empowers and lights the path for others.

On this journey, I have learned valuable lessons I would like to share with you:

“Success does not define you, but you define success,” Hazel Breen; you can determine your success. Your worth as an individual is not merely measured by external achievements but also by who you are and who you become. Resisting the urge to let others define what success means for you is essential. You may not even realize your own strengths until you face challenges that test them.

Secondly, **“You don’t have to be great to start, but you have to start to achieve greatness,”** Zig Ziglar. No one starts off as a great person. Every extraordinary individual had to persevere through difficult times on their journey. We all begin at the starting point, so stop telling yourself you are not excellent or knowledgeable enough. Take one step at a time and gather the necessary resources as you go along.

Lastly, be authentic, not the version of yourself that you want others to see, but the version that feels joy, satisfaction, and fulfillment in what you do. Now is the time to share yourself with the world. Keep pushing forward, believe in yourself, and remember that your story can inspire and uplift others. Together, we can rise above adversity, rewrite our stories, and create a brighter future for ourselves and those around us.



ABOUT THE AUTHOR

Michelle Watson is a multi-award-winning international speaker, business, and performance mentor with a mission to empower women worldwide. She specializes in guiding women from conception to realization of their business ideas through her pioneering business incubation process. Driven by a fervent desire to catalyze transformation, Michelle aims to help her clients harness their ideas, talents, and pains to convert their purpose into profit, enabling them to create their desired lifestyles and live a balanced fulfilling life.

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**“You need to spend political capital
- be unafraid to introduce people,
compliment somebody when it’s
deserved and stand up for something
you really believe in, rather than just
go with the flow.”**

**AMY SCHULMAN
PARTNER, POLARIS PARTNERS**





LEADERSHIP LESSONS I LEARNED FROM NELSON MANDELA

BY JUDI MOREO

It was 1990 when I moved to South Africa to work for the Argus Newspaper Group which consisted of 17 newspapers, two radio stations, and the only privately owned television station in South Africa. These media outlets were known for their comprehensive coverage of news, ranging from local to international issues, and played a critical role in informing the public during a period of significant political and social change.

The 1990s were a transformative period in South Africa, marked by the end of apartheid, the release of Nelson Mandela from prison, and the subsequent transition to a democratic government with the 1994 elections.

Because of my position in the Head Office of the newspaper group, I often attended events hosted by one of our prestigious newspapers, which is how I had the good fortune to meet Mr. Mandela on several occasions. I was moved by his humbleness and his

ability to make others feel as though they were the most important people in the room. In my entire life, he was the most impressive person I have ever met, so I embarked on a journey to learn as much about him as I could. Here are some key leadership lessons I learned from him:

1. The Power of Forgiveness and Reconciliation: Mr. Mandela emphasized the importance of forgiveness and reconciliation, even after spending 27 years in prison. His

ability to forgive his oppressors and work towards a unified South Africa is a powerful example of overcoming personal grievances for the greater good.

2. Leading by Example: He demonstrated integrity and led by example. His commitment to his principles and his ability to remain steadfast in the face of adversity showed his followers the importance of living one's values.

3. Embracing Diversity and Inclusivity: He promoted a vision of a "rainbow nation," encouraging inclusivity and respect for all races, cultures, and religions. This lesson underscores the importance of valuing diversity and fostering an inclusive environment in leadership roles.

4. Persistence and Patience: His long struggle against apartheid required immense persistence and patience. He showed that significant change often requires time and sustained effort, teaching leaders the value of patience and enduring commitment.

5. Communication and Negotiation: He was a master communicator and negotiator. His ability to engage in dialogue with his adversaries and negotiate a peaceful end to apartheid highlights the importance of communication skills and the ability to find common ground.

6. Vision and Hope: Mr. Mandela had a clear vision for a free and democratic South Africa, and he communicated this vision effectively, inspiring hope in his followers. Leaders can learn the importance of having a clear, inspiring vision and communicating it to motivate others.

7. Empathy and Compassion: His leadership was marked by deep empathy and compassion for his people. Understanding and addressing the needs and feelings of others is a crucial leadership skill he exemplified.

8. Courage and Resilience: His life story is one of immense courage and resilience. He faced immense personal risk and hardship but remained resilient. Leaders can learn the importance of courage in the face of adversity and the ability to remain resilient through challenges.

9. Humility: Despite his immense influence and achievements, Mandela remained humble. He often emphasized the contributions of others and did not seek personal glory. This humility is a crucial trait for effective leadership.

10. Commitment to Justice and Equality: His unwavering commitment to justice and equality drove his actions and decisions. Leaders can learn the importance of standing firm in their commitment to ethical principles and fighting for justice.

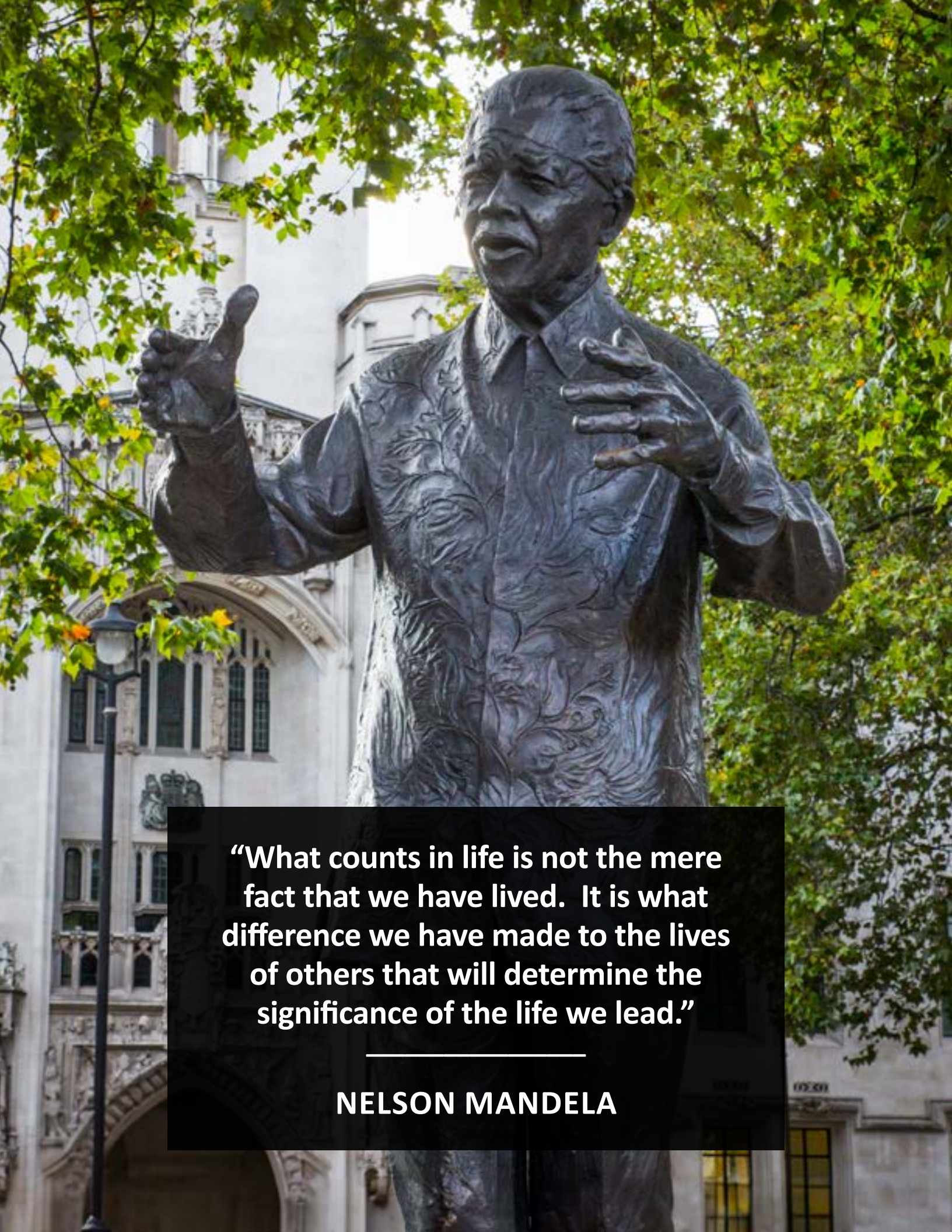
On the days of the first free election in South Africa (April 26 to 29, 1994), I was so proud to vote (as I was a permanent resident at the time.) I was even more proud to see Mr. Mandela emerge as the new President of that country. His presidency symbolized a new era of majority rule and the dismantling of the apartheid regime. Nelson Mandela became a global icon of peace, reconciliation and resistance against oppression. His legacy is a rich source of inspiration for leaders in various fields, offering profound lessons on how to lead with integrity, empathy, and an unwavering commitment to justice and equality.

“Nelson Mandela became a global icon of peace, reconciliation and resistance against oppression. His legacy is a rich source of inspiration.”



ABOUT THE AUTHOR

Judi Moreo, the esteemed co-founder of the Women Entrepreneurs Association, is a distinguished speaker, acclaimed writer, sought-after consultant, transformative life coach, and talented artist. During her nine-year tenure in South Africa, she established Turning Point International, a premier training and development firm. In 1999, she returned to the United States, relocating her company to Las Vegas, Nevada, where it continues to thrive under her visionary leadership.



“What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead.”

NELSON MANDELA



“With kids, they don’t do what you want them to do when you want them to do it. Organizations don’t necessarily, either. You’ve got to listen. You’ve got to learn how to influence.”

ELLEN J. KULLMAN
PRESIDENT & CEO, CARBON

RISE IN RESILIENCE

BY MARISSA WARREN, BRISBANE, AUSTRALIA

How many times have you felt like life or business was hard and you wanted to give up! You feel you've poured your heart and soul into something, only to feel drained and depleted.

It is in the hard times that you build resilience which makes it easier to navigate life's ups and downs. In the unpredictable rollercoaster of life, resilience is the ability to adapt, recover, and thrive in the face of adversity. Resilience is all about being able to bounce back from setbacks and adapt to the ebbs and flows of life while growing personally and emotionally during the process.

The great news is... life is everchanging and the hard times won't last forever and resilience is a buildable skill. This means that you can increase your resilience muscle, strengthen your inner determination and decrease the reset time needed between challenges and success.

If you are currently feeling stuck in a rut or struggling with the demands of life, here are some strategies to help you shake it off and rise in resilience.

Stop the overwhelm! Take some time out of your day, for you. Turn off the



phone and TV and tune into you on a deeper level. Often, when we are deep in high stress mode it can be easy to default to analysis paralysis and numbing out tendencies. All this does is delay the problem. I believe that what you can't feel, you can't

heal. There is real reclamation of inner power by being able to face whatever you have been avoiding. If you stick your head in the sand like an ostrich, when you come out of this hole, you will feel like everything is so much worse and even harder

to deal with. By facing the situation head on, you are taking control over the situation and being proactive as opposed to reactive.

Breathe – Breathe – Breathe! Your breath has the power to alter how you feel and deep, long, slow breathing can move you out of the shallow anxiety feeling into a state of calm. Your nervous system will reset and from this place of calm, it will be easier to regain mental clarity. The best part is... your breath is free and you can access this at any time!

Identify your triggers and stressors. When you know what situations, people or environments accelerate your stress levels, you can either avoid these or learn coping skills to be able to navigate this.

Flip the script! Reframe the negative

looping spiral thoughts to positive ones. Your mind doesn't know the difference between negative or positive words or commands, it will simply act on your words regardless. Your inner world; your thoughts and mindset, creates your outer world; your experiences and daily life and what you perceive, you receive. If you are not in harmony and equilibrium in your inner world, what you are experiencing in your outer world will reflect this.

Think of it like this... have you ever noticed that when you decide to buy a new car, you see that exact same model everywhere! It feels like all of a sudden everyone is driving your new car! This is your Reticular Activating System (RAS). The RAS is like a control centre for your body and filters what information is important, needs attention or can be ignored. If you

think about a certain thing, it draws your attention to this as your brain will deem this as important.

Building resilience is an ongoing process and the more you strengthen your emotional skills and regulation, the easier it is to recalibrate and reset during the challenging times.



ABOUT THE AUTHOR

Marissa is an international speaker, author, and a globally renowned hypnotherapist and transformational consultant working with RTT – Rapid Transformational Therapy, QHHT – Quantum Healing Hypnosis Technique, Somatic and Tantric embodiment, breathwork and sound healing.

Marissa has a phenomenal ability to tap deeply into people's subconscious to help them break free from internal limitations, negative patterns and behaviours and allow them to move into living their dream life and souls purpose.


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LinkedIn: [Marissa Warren Transformationalconsultant](https://www.linkedin.com/company/MarissaWarrenTransformationalconsultant)





“Rarely are opportunities presented to you in a perfect way. In a nice little box with a yellow bow on top. ‘Here, open it, it’s perfect. You’ll love it.’ Opportunities – the good ones – are messy, confusing and hard to recognize. They’re risky. They challenge you.”

SUSAN WOJCICKI
CEO, YOUTUBE

UNVEILING THE HIDDEN IMPACT OF TRAUMA

BY KAY MCCREADY, NEWCASTLE UPON TYNE, UNITED KINGDOM

For many of us, the experiences of our childhood deeply influence the paths we walk as adults. If you've ever felt compelled to suppress your true feelings to remain safe in a volatile environment, I feel you—I was that person, too. Growing up, the atmosphere of my childhood home, charged with tension and unpredictability, taught me the safest option was to remain silent. This necessity to mute my voice came from a deep-seated fear of the consequences that speaking up might bring—emotional and physical repercussions.

As a child, expressing my needs or emotions could escalate into conflicts or lead to further instability, so I learned to adapt to the needs of those around me. I was great at reading a room, at changing the energy with my words, always keeping the peace, even if it meant sacrificing my own well-being.

This behavior followed me into adulthood. When I joined the police force, where I served for 28 years, the



demands of the job kept my body on constant alert, mirroring the constant readiness I had learned as a child. My career, coupled with the personal grief of losing my 4-year-old son, and the depression that followed meant my nervous system seldom had a chance to relax, continually bracing for the next crisis.

Five years before retiring from the police, I began to confront and understand the full extent of my hidden trauma. The journey toward healing began with recognizing the signs of trauma, not as dramatic, singular events but as a cumulative effect of prolonged exposure to stress, fear, and suppression. Understanding these subtle, pervasive impacts of trauma was crucial—it marked the beginning of my transformation from survival to true healing and fulfillment.

Today, as the founder of Kay McCready Coaching and McCready's Mindset Academy, I dedicate my life to empowering women who have faced similar storms. My work as an emotional resilience expert, trauma practitioner, speaker, and 9D Breathwork facilitator centers on helping individuals acknowledge, understand their trauma, and process their emotions.

Many people I work with don't even recognize their trauma. They often

have accompanying illnesses, from migraines and digestive issues to autoimmune disease and physical injuries, without realizing these can be manifestations of unresolved trauma. If you are experiencing any of these symptoms or want to get a better understanding of trauma and how it can show up in your life, I invite you to discuss this with me. Please reach out through my Linktree where you can find free resources and ways to connect directly. <https://linktr.ee/kaymccready>

My mission is to illuminate the often-hidden impacts of past traumas on current health, behaviors, and emotional well-being. Many struggles, from chronic health issues to behavioral patterns, stem from unresolved traumas that you might not immediately recognize. By bringing awareness to these issues, I aim to help you understand how your past experiences continue to shape your life.

Understanding leads to awareness, and with awareness comes the power of choice. This newfound insight allows you to see the pathways available for healing and taking control of your future. By confronting and working through these traumas, you can begin to prioritize your needs and desires, moving forward with clarity and strength.

Let my story be a testament that it is possible to transform a life of silent suffering into one of vibrant resilience. You have the power to redefine your life, to heal from your past, and to live with a newfound sense of freedom and authenticity. Embrace this journey, and let it lead you to the life you truly deserve.



ABOUT THE AUTHOR

Kay McCready is a highly skilled emotional resilience expert, trauma practitioner, award winning speaker and 9D Breathwork facilitator. As the founder of Kay McCready Coaching, McCready's Mindset Academy and Co-Founder of BEAT Global Academy Ltd. , she's created transformative platforms dedicated to empowering people who've weathered life's storms, faced trauma, and navigated adversity. With a deep-seated passion for uplifting individuals, Kay guides them in acknowledging & understanding their trauma, and processing their emotions. This journey empowers them to feel safe, significant & free from societal conditioning whilst setting them on a path to a life filled with emotional balance, fulfilment, and genuine liberation. Kay can be contacted at: kay.beatglobal@gmail.com

“Understanding leads to awareness, and with awareness comes the power of choice. This newfound insight allows you to see the pathways available for healing and taking control of your future.”

Life Choices

ESTABLISH YOUR EXPERTISE! PUBLISH YOUR STORY!

"I am a first time writer. No, let me start again. I am an author. Yes, I am! Working with Judi Moreo has been the most enriching chapter of my life. The people Judi brings together for Life Choices are talented, endearing, and the best that you can imagine. I never felt intimidated or out of my league. We are all in the book together."



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Deborah Clark
Motivational Speaker

"Working with Judi Moreo on a story for Life Choices has been a joy. I have often thought of sharing my story but hesitated. Timing is everything. Through her vision and encouragement, the time was right. She made the experience of publishing my childhood story one that has changed my life and will change the lives of others. I am grateful for her commitment to excellence for the Life Choices authors and the lives of others."



Andrea Chestnut
Entrepreneur

"Being part of an amazing book, meeting the other inspiring authors, attending our own book launch has been a wonderful experience for me. I highly recommend if you have a story burning in your heart, share it and become part of the next Life Choices book—it is life changing. The world needs to hear your story!"



Anne Dreyer
Inspirational Speaker & Author
South Africa

Calling all trailblazing women entrepreneurs! Your story is a powerful testament to resilience, innovation, and success. Imagine sharing your journey, triumphs, challenges, and wisdom with a global audience eager to learn and be inspired. This is your chance to be part of an extraordinary anthology celebrating the vibrant tapestry of female entrepreneurship. Your voice matters, your story deserves to be heard, and this anthology is the perfect platform to showcase your incredible journey to the world.



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- How you or someone you know maintained a positive attitude despite life situations
- Random acts of kindness and the impact they had on your life

This is the fifth book in the *Life Choices* series.

Life Choices: She Means Business

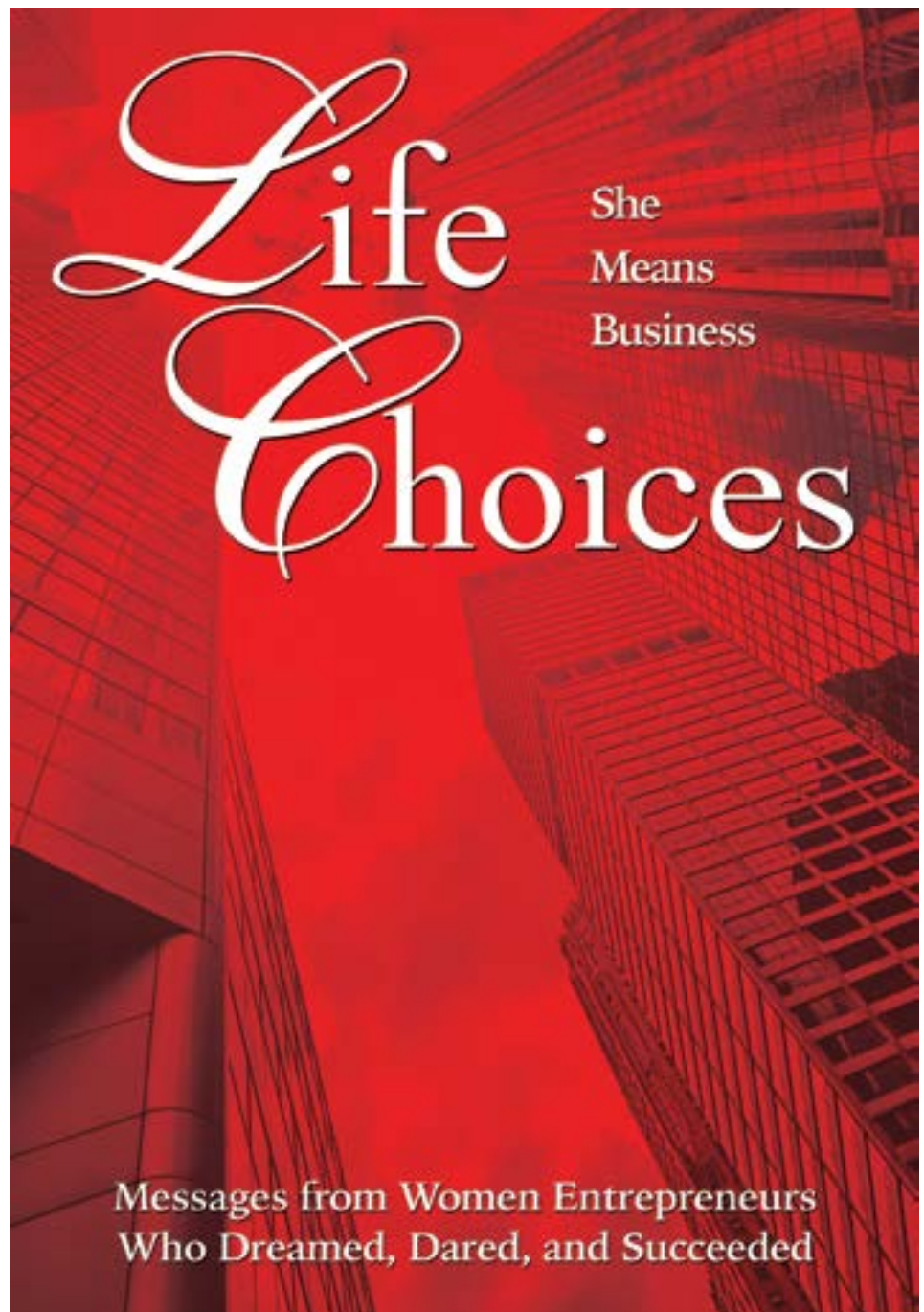
*Messages from 26 Women
Entrepreneurs Who Dreamed, Dared,
and Succeeded*

In this anthology, we aim to weave together a collection of stories that inspire and empower other aspiring women entrepreneurs. Your experiences, lessons learned, and the obstacles you've overcome can spark a fire in someone else's entrepreneurial spirit. The power of shared narratives creates a community of support and encouragement, fostering a network of women who lift each other.

By contributing your story, you're not only adding a chapter to a book; you're becoming a beacon of inspiration for others who dream of carving their path in the business world. This anthology is more than pages and words; it's a movement that amplifies the voices of women who dared to dream, dared to challenge, and dared to succeed.

Why should you share your story? Because your journey is unique, and within its folds lie invaluable lessons. Your experiences, whether victories or obstacles, can be the guiding light for someone navigating the complex landscape of entrepreneurship. It's about showcasing success and embracing the journey that molds it.

As a *Life Choices* author, you will use these books to get your message out, educate and inform a broad audience, increase your circle of influence, market your products or services, and be a wellness enabler. Being part of an anthology is the quickest, most straightforward way to get name recognition. And since you retain all rights to the material, your story can be used as an introduction or an outline when you decide to write a complete book. Your exposure as an author is multiplied by the efforts of the other 25 authors, as each author's efforts



support the broader promotion of the book.

Join us in creating a collective narrative that resonates with women worldwide. Your story is a catalyst for change, a source of motivation, and a testament to women's incredible strength at the entrepreneurial table. Let your story be part of this movement, inspiring the next generation of women leaders.

Submit your story today and let your entrepreneurial journey become a beacon of inspiration for women

worldwide. Together, let's amplify the voices of women entrepreneurs and show the world the power of female-led innovation and resilience. Your story is not just a chapter; it's a legacy in the making."

If you desire to tell your story, we may be interested in working with you!

Contact:
Judi Moreo,
Women Entrepreneurs Association
+1 (702) 283-4567
judi@judimoreo.com

THE FUTURE OF AI IN CYBERSECURITY: EMPOWERING WOMEN ENTREPRENEUR LEADERS

BY PROFESSOR MACK JACKSON JR, LAS VEGAS, NEVADA, USA

In today's digital landscape, cybersecurity has emerged as a critical concern for businesses of all sizes. With the rapid advancements in technology, cyber threats have become more sophisticated, posing significant risks to organizational data, financial resources, and overall operational integrity. For women entrepreneurs, who are increasingly in charge of various industries, understanding and leveraging the potential of artificial intelligence (AI) in cybersecurity can be a game-changer.

THE RISING TIDE OF WOMEN ENTREPRENEURS

Women entrepreneurs are making significant strides in business, bringing innovation, resilience, and diversity of thought to various sectors. According to a report by American Express, the number of women-owned firms in the U.S. increased by 58% from 2007 to 2018. This trend underscores the growing influence of women in the entrepreneurial ecosystem, driving economic growth and fostering inclusive business environments. However, with this growth comes the heightened responsibility of safeguarding their enterprises from cyber threats. Cybersecurity is not just a technical issue; it is a strategic imperative that requires proactive





measures and continuous vigilance. For women entrepreneurs, integrating AI into cybersecurity presents a unique opportunity to enhance their security posture and stay ahead of cyber adversaries.

AI: A GAME-CHANGER IN CYBERSECURITY

Artificial intelligence is revolutionizing cybersecurity by providing advanced tools and techniques to detect, prevent, and respond to cyber threats.

AI-driven cybersecurity solutions leverage machine learning, natural language processing, and behavioral analytics to identify real-time patterns, anomalies, and potential threats.

Here are some ways AI is transforming cybersecurity:

- 1. Threat Detection and Response:** Traditional cybersecurity measures often rely on signature-based detection, which can be ineffective against new and evolving threats. Conversely, AI can analyze vast amounts of data to identify

unusual patterns and behaviors indicative of cyber-attacks. This process enables businesses to respond swiftly and effectively, minimizing the potential damage.

- 2. Predictive Analytics:** AI-powered predictive analytics can forecast potential cyber threats based on historical data and emerging trends. This proactive approach allows businesses to implement preventive measures and strengthen their defenses before an attack occurs.
- 3. Automation and Efficiency:** AI can automate routine cybersecurity tasks such as monitoring, threat detection, and incident response. This process reduces the burden on cybersecurity teams and ensures faster and more accurate responses to threats.
- 4. Enhanced Data Security:** AI can help secure sensitive data by detecting unauthorized access, ensuring data integrity, and implementing robust encryption techniques. This process is particularly crucial for women entrepreneurs handling sensitive customer information and proprietary business data.

EMPOWERING WOMEN ENTREPRENEUR LEADERS

For women entrepreneurs, embracing AI-driven cybersecurity solutions can provide a competitive edge and foster a secure business environment. Here are some actionable steps to harness the power of AI in cybersecurity:

- 1. Education and Awareness:** Understanding the fundamentals of AI and cybersecurity is the first step towards leveraging these technologies effectively. Women entrepreneurs should invest in learning opportunities,



attend industry conferences, and participate in workshops to stay abreast of the latest developments.

2. **Collaboration with Experts:** Partnering with cybersecurity experts and AI specialists can provide valuable insights and tailored solutions to address specific security challenges. This collaboration can help develop a comprehensive cybersecurity strategy that aligns with business goals.
3. **Adopting AI Tools:** There are numerous AI-powered cybersecurity tools available in the market that can be integrated into existing security frameworks. Women entrepreneurs should explore these tools and select those that best meet their security needs and budget constraints.
4. **Building a Cybersecurity Culture:** Creating a culture of cybersecurity within the organization is essential for long-term success. This process involves training employees on cybersecurity best practices, encouraging reporting suspicious activities, and fostering a sense of shared responsibility for

security.

5. **Advocacy and Networking:** Women entrepreneur leaders can be pivotal in advocating for more robust cybersecurity measures and policies. They can share experiences, learn from peers, and contribute to the broader cybersecurity discourse by participating in industry networks and forums.

THE FUTURE OUTLOOK

The future of AI in cybersecurity holds immense promise, particularly for women entrepreneurs. As AI technologies evolve, they will offer even more sophisticated and practical solutions to combat cyber threats. Women leaders, with their unique perspectives and innovative approaches, are well-positioned to harness AI's potential and drive positive change in the cybersecurity landscape.

Moreover, the increasing involvement of women in technology and cybersecurity will contribute to a more diverse and inclusive industry.

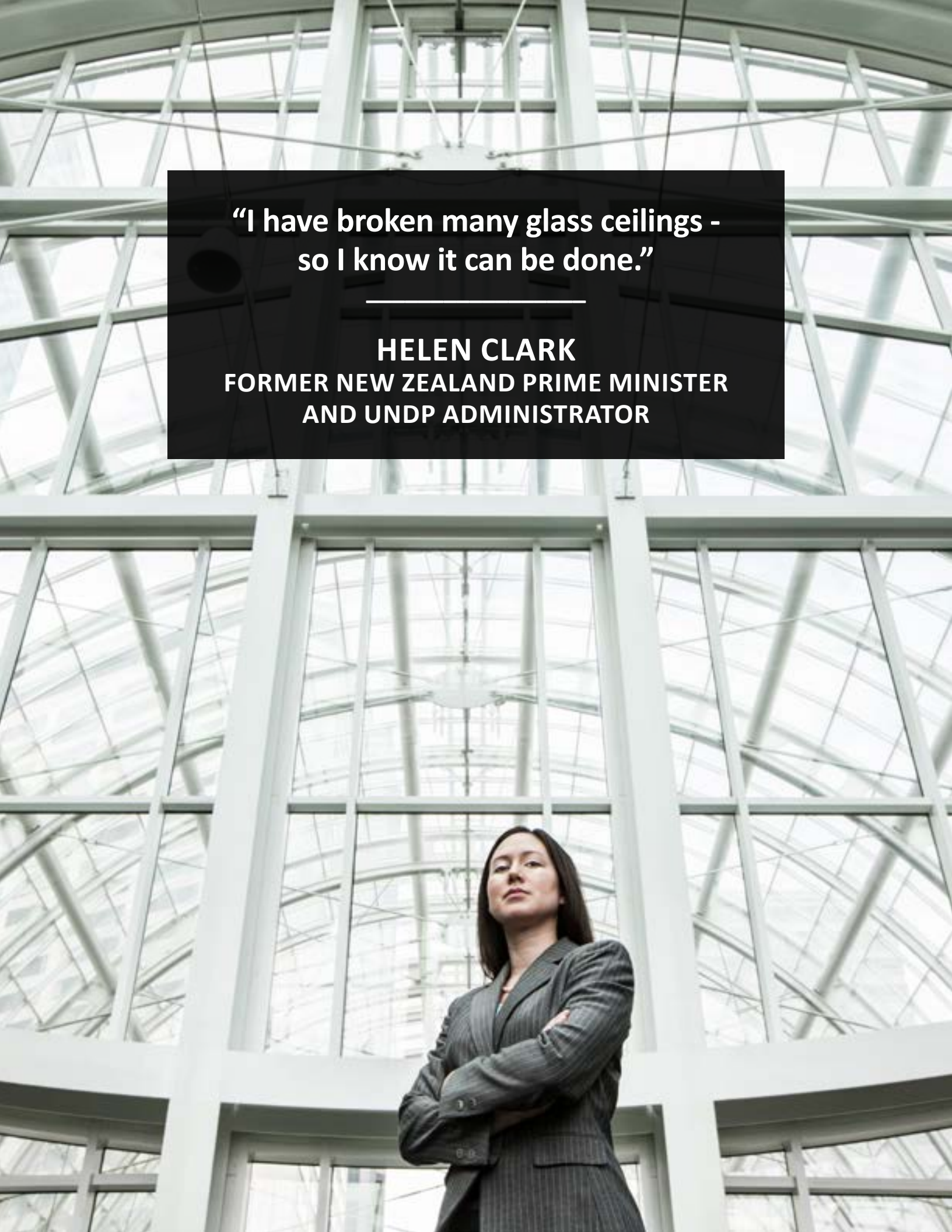
This diversity is crucial for fostering creativity, driving innovation, and addressing the complex challenges of cyber threats.

AI is a tool and a strategic enabler for women entrepreneur leaders. By embracing AI-driven cybersecurity solutions, women entrepreneurs can protect their businesses, enhance their competitive advantage, and lead toward a secure and prosperous future. The journey towards cybersecurity excellence is continuous, and with AI as an ally, women entrepreneurs are poised to navigate this journey with confidence and resilience.



ABOUT THE AUTHOR

Professor Mack Jackson Jr. is a preeminent thought leader in cybersecurity awareness. Holding faculty positions at two prestigious universities, he is also an acclaimed author, TV host, and the founder and president of Vanderson Cyber Group. With a background in cybersecurity, compliance, law, and business consulting, Professor Jackson offers a holistic perspective on navigating the complex terrain of cyber risks.

A woman with long dark hair, wearing a dark pinstriped suit, stands with her arms crossed in a large, modern building. The building features a prominent glass and steel dome ceiling with a complex network of white structural beams. The lighting is bright and even, highlighting the architectural details and the woman's professional appearance.

**“I have broken many glass ceilings -
so I know it can be done.”**

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LEADERSHIP ISN'T JUST ABOUT WALKING THE WALK; IT'S ABOUT STANDING SIDE-BY-SIDE BUILDING STRONGER TEAMS THROUGH HUMAN-CENTERED LEADERSHIP

BY KEELY PIERCE, DEVON, UNITED KINGDOM



In the business world, especially in entrepreneurship, it's crucial to stay human and uphold empathy, compassion, and integrity. These traits are vital for achieving success. As someone once told me, "People don't care what you say, but they will always remember how you made them feel." This idea has become a cornerstone of my approach to business.

You must be strategic and visionary, leading from the front toward your goals. However, true success in

business cannot be achieved alone. There's a fine line between being a boss and being a leader. The key is to ensure your team knows you have their backs because they will, in turn, have yours.

THE ROLE OF EMPATHY AND COMPASSION

Empathy and compassion allow you to understand that life throws curveballs at all of us, and business is no different. Sometimes, we need

our team to go above and beyond, pushing projects over the line, even beyond their usual hours or efforts. If you stand side-by-side with them, supporting them, and showing flexibility and understanding when they need it, they will do the same for your company.

LEADING BY EXAMPLE

Leadership can sometimes be lost, but to lead from the front and extend your hand to encourage others to



thrive and build the life they want is vital. Helping others helps you shine. It's easy to get wrapped up in the hustle, but taking a step back and remembering that we are all human can elevate your business significantly.

DEVELOPING LEADERSHIP SKILLS

Leadership isn't something we are born with; it's something that can be developed. Good leaders are moulded through experience, continued study, intentional effort, and adaptation.

Leadership is less about one strong or charismatic individual and more about a group of people working collectively to achieve results. Building a team with a fantastic culture, regardless of your level in business, by highlighting each other's strengths and weaknesses, supports and guides everyone to success.

BOSS VS. LEADER

A key question to ask yourself is: What is the difference between being a boss and being a leader? Is having authority

within your position the best way to lead, or does being a leader come from your ability to influence others?

Understanding and identifying the different personalities within your team, talking their language, and using their strengths to support your business are essential skills. I liken this to being a parent. My own children tend to rebel when I dictate to them and force them to do as they are told. However, understanding the best way to trigger action and achieve the desired result is the most effective way to make things happen while keeping conflicts at a minimum.

When my daughter was younger, we used to encourage a race to get dressed in the morning. We understood her competitive nature and never had fights over getting dressed or rushing the process because she felt in control and eager to join the team effort. This approach not only made mornings smoother but also reinforced a sense of collaboration and mutual respect. Similarly, in leadership, recognizing what motivates your team members and leveraging those insights can lead to a more harmonious and productive work environment.

THE IMPACT OF MENTORSHIP

I once had a mentor who understood my personality and what made me tick. When I approached him with a problem, all he said was, "Winners find a way." Over a decade later, I still love this phrase. It fits my competitive personality and has helped me show my children that there is always a way to achieve the desired outcome, even if it means thinking outside the box.

That one conversation had a huge impact on my business because of his leadership. If he had been a boss, he might have navigated me toward his line of thinking or given orders. Instead, he offered space to find my own path—true leadership. His guidance encouraged me to think for myself and achieve my goals.

THE HUMAN APPROACH IN LEADERSHIP

Having a human approach in leadership means growing your influence by caring for others, listening to their thoughts and ideas, and sharing the reasons behind your decisions and actions. This approach makes all the difference. People will follow you because they want to, not because they have to.

This is why I love being a coach and mentor. Offering clients the space to expand their zone of genius and navigate paths they might not have considered is incredibly rewarding. When a client says, “What if I’d never met you?” in our first session, you know you’re both aligned in a common mission. There is so much joy in watching others succeed and standing side by side on their journey.

SEEKING EXTERNAL SUPPORT

Maybe now is the time for you to get someone in to be the outside eyes and ears your business needs to take the next step. Reflect on your leadership style and consider how you can incorporate more empathy, flexibility, and understanding into your approach. Our journey of self-mastery is never-ending. Good luck, and I’d love to know where this chapter takes you.

FAQS

What is the difference between a boss and a leader?

A boss exercises authority and gives orders, while a leader influences and inspires their team, guiding them toward shared goals.

How can empathy and compassion improve leadership?

Empathy and compassion build trust and strong relationships within the team, fostering a supportive and collaborative work environment.

Why is flexibility important in leadership?

Flexibility allows leaders to adapt to the needs of their team, showing that they value their well-being and are willing to accommodate life’s challenges.

How can a mentor impact your leadership style?

A mentor can provide guidance, inspiration, and a different perspective, encouraging you to find your own solutions and develop your leadership skills.

What role does understanding team personalities play in leadership?

Understanding team personalities helps leaders communicate effectively, leverage each team member’s strengths, and create a cohesive and motivated team.

Why should leaders seek external support?

External support can offer new perspectives, identify areas for improvement, and help drive the business to the next level of success.



ABOUT THE AUTHOR

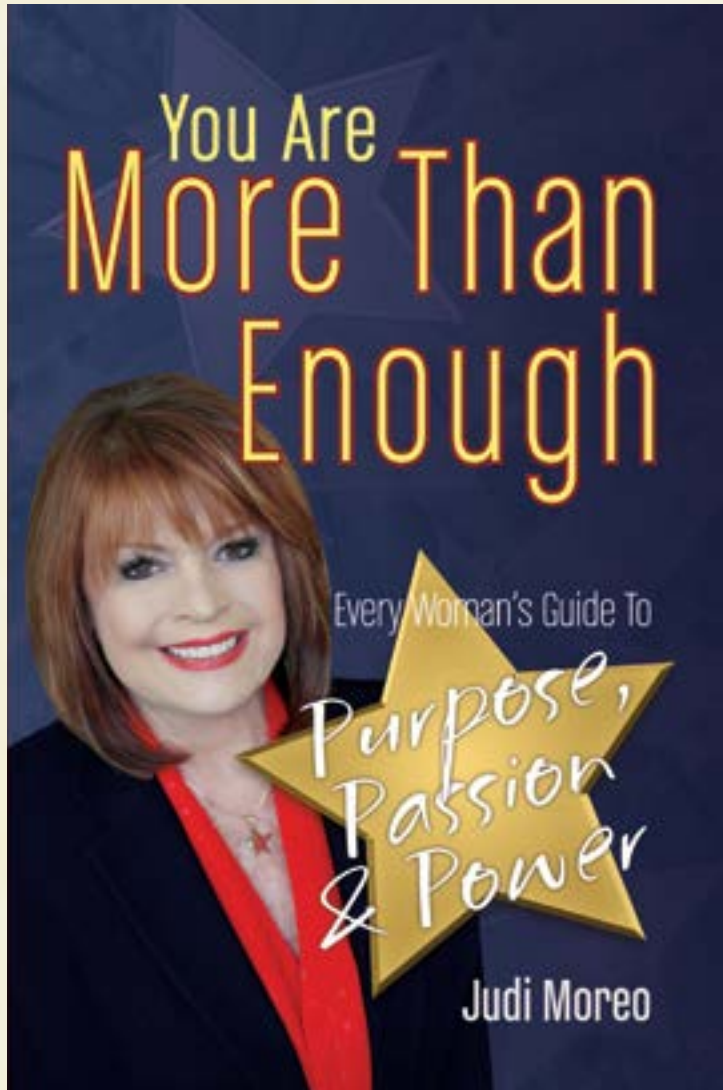
Keely Pierce is the Founder and CEO of I Am More Academy Limited, an award-winning empowerment coach, speaker, youth development specialist and transformational guide. Dedicated to helping people discover their unique balance blueprint, Keely’s journey from childhood trauma to thriving multi-entrepreneur shapes her mission. Through her coaching MAP Framework, she guides clients from chaos to calm. As a living testament to resilience, Keely’s story not only inspires but also creates a ripple effect of personal growth, leaving an imprint that extends far beyond the room.

LinkedIn: [KeelyPierce](#)

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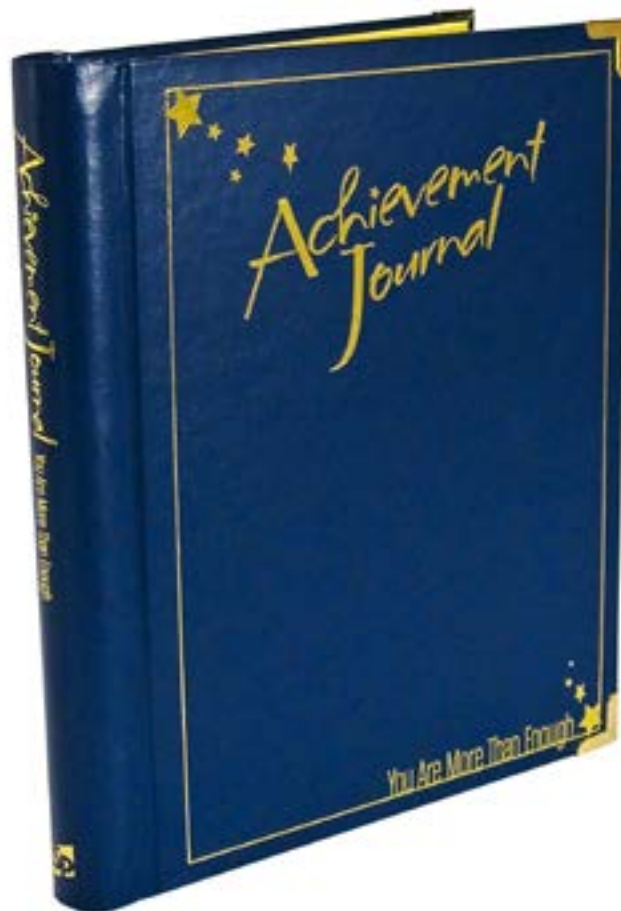
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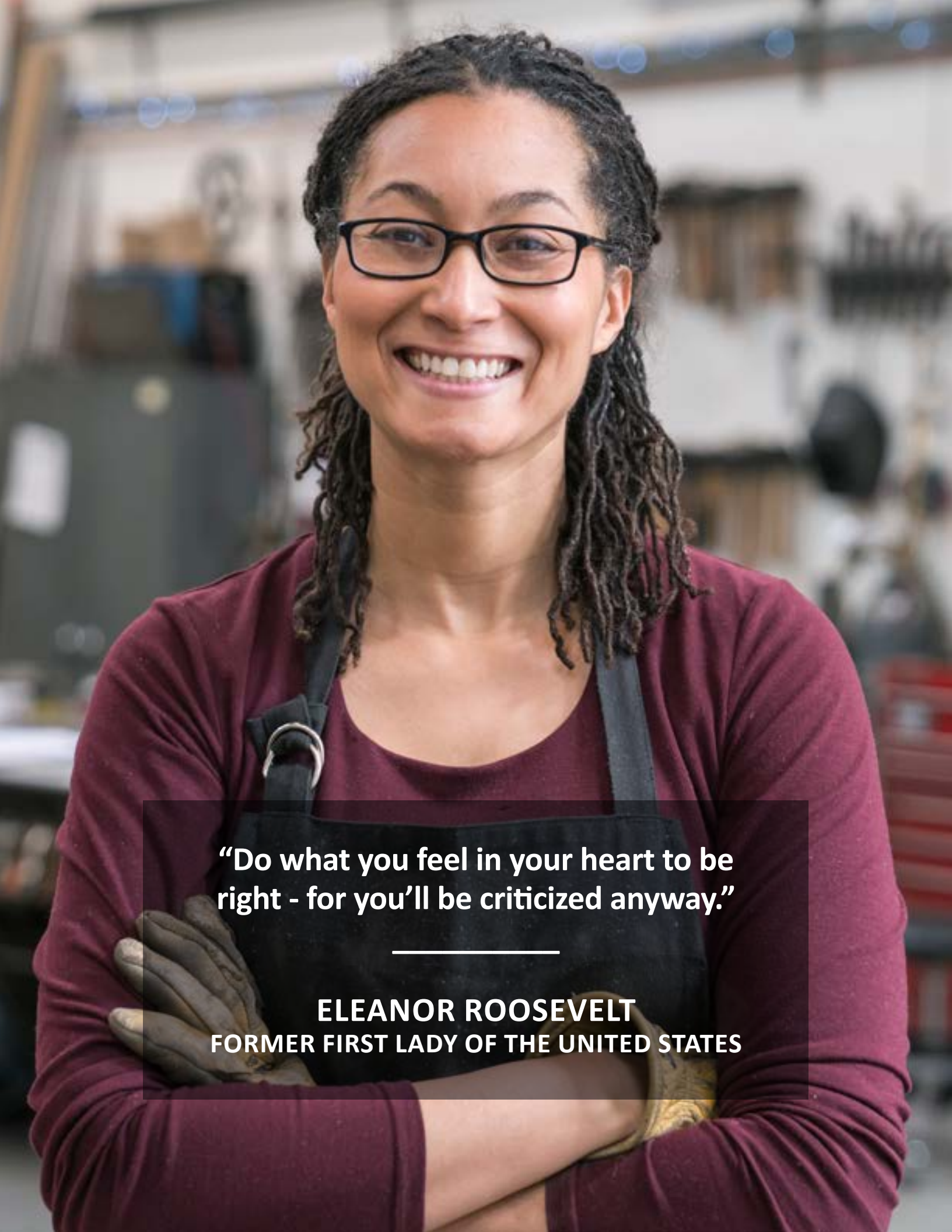
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- Montel Williams, TV Host
The Montel Williams Show



“Do what you feel in your heart to be right - for you’ll be criticized anyway.”

**ELEANOR ROOSEVELT
FORMER FIRST LADY OF THE UNITED STATES**



THOUGHTS ON LEADERSHIP

BY JOAN S. PECK, LAS VEGAS, NEVADA, USA

My first memory of leadership is when my older brother of nearly 5 was the leader marching around the house trailing Cheerios along his path, with my twin sister and me following behind shrieking and laughing while stepping on and crushing as many of those little circles as we could!

Is everyone who has willing followers really a leader? Does simply having followers make for an effective leader? I daresay that my mother probably thought my brother had long-term effectiveness when our actions caused her to continue to find Cheerios

in the depths of the couch for months afterward. But, what is true leadership about?

No one really does anything all on his own, and we know that there is strength in numbers, so the assumption would be that “no man stands alone.” Yet, there has to be something within leaders that urges them to express themselves by speech, written words, pictorial vision, stance or action that demands a reaction from others. And, they have to do it without the fear of consequences. By doing so, that confidence of their beliefs is often

the attraction that draws others to them. Sometimes that comradery is short-termed, particularly if a problem or situation has been solved, while other times it seems to go on forever, like the conflicts in the Middle East, perhaps with different aspects changing over time.

Most leaders develop a real sense of power that can be positive if used to the benefit of others; or their power can lead to negative behaviors such as when it affords them financial gain at the expense of others or their power creates a blindness to morality or a code of ethics thereby expressing a

“It’s not your position that gives you power - it’s your behavior.”

NAN RUSSELL
AUTHOR, THE TITLELESS LEADER

sense of entitlement which has no bounds. We see this often when those engaged in politics and in sports cross those lines. As a whole, we as a society equate leadership with power conveyed as money power. This limits us to view leadership as less than a particularly good thing.

I realize that leadership is a very personal concept, and those of us who consider someone else a true leader usually can relate and agree to the leader’s philosophy in some way. For me, the true leaders of our world are those who recognize that we are all one – each the other – and don’t necessarily need to rant and rave about their beliefs but rather go about their business in a less showy manner. For example, Mother Theresa.

Yet, I am also very aware that as a society, often it is the “squeaky wheel that gets oil.” The greatest concern of mine about this is that we are immersed via the media in seeing our supposed leaders who have an agenda and contrasting ideas being accusatory, unkind, and disingenuous toward others who don’t agree. There is a greater sense that you have to fight for your ideas and being uncivil about opposing ideas is okay, which is anything but how a true leader behaves.

If you look back in history to your favorite leader or even at today’s leaders, they seem to have similar qualities which have carried them to success. See if you agree.

1. Honesty
2. Ability to delegate
3. Excellent communication skills
4. A sense of humor
5. Confidence
6. A sense of commitment
7. Positive attitude
8. Creativity
9. Intuition
10. Ability to inspire others

The common traits of a courageous and effective leader, according to Susan Tardanico, CEO in Residence at the Center for Creative Leadership, are the following:

1. Confront reality head-on
2. Seek feedback and listen
3. Say what needs to be said
4. Encourage push-back
5. Take action on performance issues
6. Communicate openly and frequently
7. Lead change
8. Make decisions and move forward
9. Give credit to others

10. Hold people (and yourself) accountable

All I can say is that I am very impressed when someone can do that – and do it without ego.... or Cheerios.




ABOUT THE AUTHOR

Joan S. Peck is an editor and author of short stories and spiritual books and a contributing author of two Life Choices book series books. She also served as Editor in Chief for Chic Compass magazine, an international magazine based in Las Vegas.

“I write mystery books you can’t put down.” Her novel, *Angels Out of the Dark*, is about human trafficking. Her newest novel, *The Waiting Room*, is a girlfriend must-read, and *Santa Baby and Presents From Heaven* is her romance series. She is the author of the six-book *Death Card Mystery Series*. “To me, the fun of reading mystery books is to become so intrigued with the story it becomes impossible to put the book down. The fun of writing them is to put you in that same situation.”

Website: www.JoanSpeck.com

A woman with brown hair, wearing a white blazer over a dark top and a necklace, stands with her arms crossed in a bright office environment. In the background, there is a white table with papers and a white chair with wooden legs.

“Leadership is about making others better as a result of your presence, and making sure that impact lasts in your absence.”

SHERYL SANDBERG
COO, FACEBOOK



WELCOME TO THE WOMEN ENTREPRENEURS ASSOCIATION

Today's woman entrepreneur embodies a dynamic, forward-thinking spirit, fearlessly forging her path. She recognizes the power of contributing positively to society and taps into the incredible feminine energy within her. Beyond the traditional roles of community, caregiving, and teaching, she is determined to reclaim her power and succeed on her terms. To turn this vision into reality, women entrepreneurs must embrace the collaborative spirit that has fueled men's success for decades – supporting each other in business endeavors.

The Women Entrepreneurs Association (WEA) is more than a networking group; it is a hub for connection, collaboration, and celebration. Providing a secure space for like-minded women entrepreneurs, WEA fosters an environment where members can brainstorm, share ideas, gain perspective, and offer mutual support with kindness, courtesy, and honest feedback.

As a member of the Women Entrepreneurs Association, you will:

Elevate Your Expertise: Stay ahead with cutting-edge insights, expert advice,

and success stories from trailblazing women who have conquered the business realm. WEA equips seasoned and/or new entrepreneurs with the knowledge to navigate challenges, seize opportunities, and elevate their expertise to unprecedented heights.

Unlock Hidden Gems: Discover the latest trends, market analyses, and game-changing strategies to propel your business forward. Uncover hidden gems of wisdom as WEA delves into leadership, marketing, finance, and technology, ensuring you have the tools to turn your vision into reality.

Connect, Collaborate, Celebrate: Join a community of like-minded women who share your ambition and drive. WEA is a platform for connection, collaboration, and celebration. Connect with mentors, mentees, and affiliates; collaborate with other female entrepreneurs; and celebrate women's successes in the business world.

Unleash Your Potential: Embark on a transformative journey with WEA, utilizing resources like *CHOICES* magazine, a vibrant educational tool exclusively tailored for women entrepreneurs. Immerse yourself in a world where innovation meets inspiration, and witness your entrepreneurial spirit take flight. In every issue of *CHOICES* magazine, we celebrate the diversity and brilliance of extraordinary women entrepreneurs worldwide who have broken free from the corporate environment, defied expectations, and reshaped industries.

WEA University: Immerse yourself in WEA University courses (online and

in person), workshops, webinars, and resources designed to enhance your skill set. From leadership seminars to financial literacy courses and more, your educational journey is covered. Become an exclusive member of the Women Entrepreneurs Association and soar toward your desired success

with the support of other women. Achieve your goals, relish the luxury of fellowship, and celebrate your victories with associate entrepreneurs worldwide. Apply now to be a part of this empowering community.

MISSION STATEMENT:

"To empower and support women entrepreneurs by providing a platform for networking, mentorship, and resources, fostering their professional growth and success in the business world."

VISION:

"To build a vibrant and inclusive community where women entrepreneurs thrive, collaborate, and inspire each other to achieve their business goals."



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WOMEN ENTREPRENEURS
— ASSOCIATION —

WEA ACADEMY OF SUCCESS

Welcome to an exciting year of empowerment and growth! We are thrilled to announce our Women Entrepreneurs Educational Offerings for 2024!

This year, we are committed to providing our members with enriching experiences through monthly

webinars designed to elevate your entrepreneurial journey. Our curated lineup of topics spans leadership and personal development, business strategy, technology and innovation, networking, work-life balance, legal insights, diversity, financial literacy, and much more.

These webinars equip you with valuable knowledge, skills, and inspiration to thrive in your entrepreneurial endeavors. Join us each month as we delve into the diverse facets of entrepreneurship, featuring expert speakers, industry insights, and opportunities for collaborative learning.

Let's build a community where women entrepreneurs can flourish and succeed. Get ready for a year of knowledge, connection, and empowerment!

Leadership and Personal Development:

- Building Confidence and Assertiveness
- Effective Communication Skills
- Time Management and Productivity Tips
- Goal Setting and Strategic Planning

Business Strategy:

- Business Planning and Execution
- Marketing Strategies for Small Businesses
- Financial Management and Budgeting
- Scaling Your Business

Technology and Innovation:

- Utilizing Social Media for Business Growth
- E-commerce and Online Sales
- Integrating Technology to Streamline Operations
- The Role of Artificial Intelligence in Business

Networking and Collaboration:

- Building a Strong Professional Network
- Collaborative Partnerships and Alliances
- Effective Networking Strategies
- Mentorship and Sponsorship

Work-Life Balance:

- Strategies for Balancing Work and Family
- Self-Care for Entrepreneurs

- Overcoming Burnout
- Setting Boundaries in Business

Legal and Regulatory Aspects:

- Understanding Business Regulations
- Intellectual Property Protection
- Contracts and Negotiation Skills
- Navigating Legal Challenges

Industry-specific Insights:

- Sector-specific Trends and Insights
- Success Stories and Case Studies
- Market Research and Analysis

Diversity and Inclusion:

- Building Inclusive Work Environments

- Overcoming Gender Bias in Entrepreneurship
- Diversity in Leadership

Financial Literacy:

- Investment Strategies for Entrepreneurs
- Financial Planning for Long-Term Success
- Accessing Funding and Grants

Health and Wellness:

- Managing Stress as an Entrepreneur
- Incorporating Wellness into Your Daily Routine
- Mental Health and Entrepreneurship





WOMEN ENTREPRENEURS ASSOCIATION

OUR TEAM



JUDI MOREO
FOUNDER & CEO

From founding businesses with minimal capital to inspiring thousands as a speaker, Judi's journey reflects resilience. As a coach, she impacts entrepreneurs globally, with her expertise sought by major companies. Honored with awards, including the Nevada Businessperson of the Year, the Woman of Achievement – Entrepreneur Award, the Women's Federation for World Peace HerStory Award, and listed in the Business Hall of Fame, Judi stands as a symbol of achievement and inspiration in motivation and communication. Judi Moreo has made an indelible mark on personal development as a renowned author of twenty-six books, international speaker and consultant. Her books, *"You Are More Than Enough"* and *"Ignite the Spark"* empower individuals worldwide.



TRACEY STARR
**FOUNDER & PUBLIC
RELATIONS**

Tracey Starr is known as the Heart-To-Heart Connector™ and is a #1 Amazon best-selling author and serial entrepreneur with over 25 years and 7-figure success in business, marketing, and PR. She is also an international speaker and personal development coach renowned for her leadership in empowering entrepreneurs to make a positive impact in our world. Tracey has worked with some of the most renowned transformational thought leaders around the globe assisting them in growing their communities and sharing their gifts.



LORRI JACKSON WEALTH MANAGEMENT

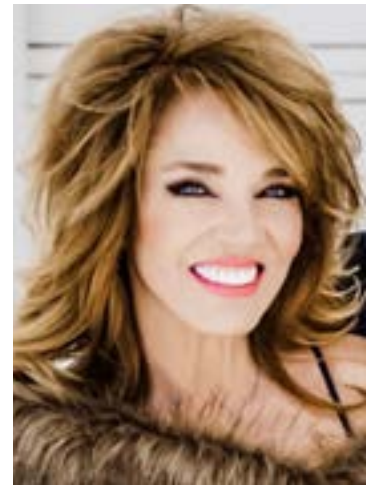
Lorri Jackson is a Vice President and Wealth Management Advisor at Merrill Lynch, Pierce, Fenner & Smith Inc. in Henderson, NV, and has over 30 years of experience in the finance industry. She has earned six different financial advisor certifications and is registered to do business in 14 states. Lorri attended ASU and UNLV with a College Degree in Business.

She is a Henderson, Nevada Chamber of Commerce member and serves on the CAB Library Board at UNLV. Lorri believes in giving back to the community and supports many Women's issues. She has supported many local charities and non-profits, including NV CASA, the Women's Research Institute of NV, the American Heart Association, and many cancer associations.



LYNETTE CHAPPELL DEVELOPMENT DIRECTOR

Lynette Chappell, born in Mombasa, Kenya, trained at the Royal Ballet School in London before joining the renowned Bluebell Girls at seventeen. She performed in Las Vegas at the Stardust Hotel & Casino, where she met Siegfried & Roy and their African Leopard, Sacha. This began her illustrious forty-year career, primarily on the Las Vegas Strip. Lynette played a pivotal role in the success of Siegfried & Roy's groundbreaking shows, eventually becoming Executive Director of their 250-person troupe, and was the secret weapon that made the entire Siegfried & Roy empire work. Alongside them, she championed animal protection activism, particularly for endangered predators. Lynette's remarkable career was not a mere illusion; it was real magic.



SHANA KAI SPECIAL EVENTS

Shana's love and excitement for life is contagious! Shana's an inspirational speaker, author, and certified life coach. She is an accomplished soloist and has appeared on national television. One of Shana's biggest delights is helping people discover their greatest strengths and potential. Shana has had the pleasure of hosting International Women's Retreats in Italy and the US. She has been mentored by two internationally recognized bestselling authors and speakers, Florence Littauer and Judi Moreo. As a former "Mrs. California" and 37 years in the beauty industry, Shana encourages people everywhere to Dare to Dream. With Shana's transparency and ability to be REAL, you can't help but be inspired to Live Out Loud and Shine!



NAHELMA CORAZON LIM SOCIAL MEDIA

Nahelma Corazon Lim, a dynamic Filipina, seamlessly merges creativity and strategy as a Digital Marketing Designer and Social Media Manager.

With a passion for crafting compelling visual narratives, she navigates the digital landscape with finesse, elevating brands through captivating designs and strategic online presence. Lim's innovative approach and dedication seamlessly blend creativity and technology in the digital landscape.



JAKE NAYLOR CREATIVE DIRECTOR

With nearly 25 years of marketing and creative direction experience, Jake has developed a sharp eye for successfully branding businesses and special events. For 10 years, Jake was the Creative Director for a large internet-based media group. There he was responsible for the branding, marketing and design development of more than 7,000 websites and numerous special events. In 2009, Jake began working as an independent consultant in special event planning, creative direction and marketing.



MACK JACKSON JR. CYBERSECURITY ADVISOR

Professor Mack Jackson Jr. is a preeminent thought leader in cybersecurity awareness. Holding faculty positions at two prestigious universities, he is also an acclaimed author, TV host, and the founder and president of Vanderson Cyber Group. With a background in cybersecurity, compliance, law, and business consulting, Professor Jackson offers a holistic perspective on navigating the complex terrain of cyber risks.



“It’s okay to admit what you don’t know. It’s okay to ask for help. And it’s more than okay to listen to the people you lead – in fact, it’s essential.”

MARY BARRA
CEO, GENERAL MOTORS



These tips from Bank of America can help you create a meaningful legacy while generating a healthy retirement income.

For most business owners, retirement is a subject they welcome or the last thing they want to consider. If you are looking forward to that day, you have probably already started preparing to move on from your business. Indeed, selling your business — or gifting it to the next generation — may be central to your retirement plan.

Assuming your company has the systems to operate without your direct participation, your first step is to assess its worth accurately. A professional valuation and tax expert can help you look past your emotional attachment to the company and gauge its value.

Prior to making any move, consider your income needs in retirement. Keep in mind that merely matching your current salary may not be enough if the business has also been paying for things like health insurance, car leases, club memberships, and tax preparation—expenses you may have to start covering. Conversation with your financial advisor is critical to making the right decision.

With all that information, consider these three options for transferring or selling the business to family members, friends, longtime employees, or another interested buyer.

Transfer the business as a gift. Say you want to pass the business down to a child or grandchild. The lifetime federal gift tax exemption gives business owners considerable latitude

MONEY SENSE: SMART WAYS TO TRANSFER THE FAMILY BUSINESS

CONTRIBUTED BY LORRI JACKSON



to transfer part or all of the company as a gift. The exemption can change annually.

You may owe federal gift taxes on amounts exceeding the exemption. Still, once the business is out of your hands, it is no longer part of your estate, and the company's future growth will not subject your estate to additional transfer taxes. You may also be able to supplement your retirement income by continuing to work for the new owners.

Assist the buyer with financing. What if you want to sell the business to a family member or an employee who does not have enough assets to complete the transaction? To get around that, you could lend the buyer the money for the sale in exchange for a promissory note, which allows the buyer to pay you back directly. You and the buyer determine what terms work for all parties involved. The buyer benefits from the opportunity to own a business, and you receive a steady stream of income from the principal and interest that the buyer pays for an agreed-upon period.

Even after a sale, many former business owners can stay involved and earn income by serving on the board of directors or consulting. You might even continue helping with day-to-day operations in a reduced but vital role, such as serving long-time clients who are used to working with you.

Execute a partial sale. If you do not want to cut ties with your business entirely, another option is to sell part of the company while retaining a portion of business assets and income. You will want to indicate the arrangement with the new majority owners in the formal transfer or sale

agreement. That also should be the case if you are turning the business over or selling it to other family members. You may pay capital gains tax on any profit from the sale, but you may also get a steady income from renting or leasing office space or other assets.

Whatever choice you make, a smooth transition can be the crowning legacy of the years of care and effort you have poured into your business. And you can have the satisfaction of knowing that your vision has the potential to live on for generations to come.

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Lorri Jackson is a Vice President and Wealth Management Advisor at Merrill Lynch, Pierce, Fenner & Smith Inc. in Henderson, NV, and has over 30 years of experience in the finance industry. She has earned six different financial advisor certifications and is registered to do business in 14 states. Lorri attended ASU and UNLV with a College Degree in Business.

She is a Henderson, Nevada Chamber of Commerce member and serves on the CAB Library Board at UNLV. Lorri believes in giving back to the community and supports many Women's issues. She has supported many local charities and non-profits, including NV CASA, the Women's Research Institute of NV., the American Heart Association, and many cancer associations.

DEFINITION OF AN ENTREPRENEUR



WOMEN ENTREPRENEURS
ASSOCIATION

An entrepreneur is an individual who takes on the responsibility of starting and managing a business, typically with the goal of earning profit. Entrepreneurs are characterized by their willingness to take risks, innovative thinking, and ability to identify and capitalize on opportunities in the market. They play a central role in entrepreneurship, which involves creating, organizing, and managing a business venture.

Critical characteristics of entrepreneurs include:

Risk-Taking: Entrepreneurs are often willing to take calculated risks, understanding that business success often involves uncertainty and the potential for financial or personal loss.

Innovation: Entrepreneurs are known for their innovative thinking and ability to bring new ideas, products, or services to the market. They seek to solve problems, meet needs, or create

opportunities that existing businesses may not address.

Vision: Successful entrepreneurs have a clear vision for their business. They can visualize the future and set long-term goals, guiding their efforts toward success.

Adaptability: The business environment is dynamic, and entrepreneurs must be adaptable to changes in market conditions, technology, and consumer preferences. Flexibility and the ability to adjust strategies are crucial for sustained success.

Leadership: Entrepreneurs often need to lead and inspire others, whether a small team or an entire organization. Strong leadership skills are essential for navigating challenges and achieving business objectives.

Persistence: Building and growing a business can be challenging, and entrepreneurs must be persistent in the face

of obstacles and setbacks. The ability to learn from failures and persevere is a crucial trait.

Resourcefulness: Entrepreneurs are resourceful individuals who can find creative solutions to problems. They may need to make the most of limited resources, especially in the early stages of a business.

Financial Literacy: Understanding the financial aspects of a business, such as budgeting, financial planning, and managing cash flow, is crucial for entrepreneurs. Financial literacy helps make informed decisions that contribute to the sustainability of the business.

Entrepreneurs can operate in various industries and sectors, from technology and healthcare to retail and services. Their role drives economic growth, creates job opportunities, and fosters societal innovation.

REAL & RAW LEADERSHIP: POWER IN THE MESSY MIDDLE

CLARE GARNER, LONDON, ENGLAND, SPEAKER, BIZ MENTOR,
CREATOR OF THE REAL & RAW LEADERS MOVEMENT



A few months ago, my life was looking great.. My personal branding & coaching biz was just blowing up and it seemed I was on track to explode into the next level - but behind the scenes I was a mess.

I was feeling unfulfilled, imposter syndrome & like I was meant for something so much bigger than what I was doing. Week after week I would be breaking down to my mentor, crying 'I just don't know what to do.' Nothing fulfilled me. Not new clients, not money, not even courses I was creating. It was all 'ok', meh...

Until I was in Turkey, and everything changed. A week with no internet (not through choice!) and I was about ready to break. And break I did... On the phone to my mentor, hanging over my balcony trying to get signal with snot & tears running down my face.

In that moment I knew what had to be done- as much as I tried to resist it before. I had to stop everything I was doing & find myself again. Find what I really wanted to do & who I wanted to help. I had to release control & just surrender to the unknown- to the universe.

For the next 3 weeks I did nothing more but follow my desire on a day-to-day basis, not knowing where it was going to take me but trusting it would take me to the right path. And through that darkness, I started sharing the process in real time. For no other reason than a desire to show what I was navigating. The darkness, the frustration, the anger, the fear- all of the messy middle. And in doing that, I felt a sense of liberation I had never felt before. A sense of fulfilment I had never felt before. A sense of freedom I had never felt before.



Because sharing in real time, whilst I didn't have an answer or an outcome, was what birthed my movement. The very thing I had been searching for these last 10 years. It started attracting the most incredible people into my world- not just in business but in real life relationships as well! It gave me purpose & clarity & a feeling of undeniable knowing this is what I was here to do.

So, no- don't always wait until you've mastered it. Find the courage & bravery whilst you're in it (whatever 'it' is for you) and share how you lead yourself through to the other side - because you WILL get there, that's

what you do.

This is how we showcased the human behind the screen, so that those looking to us for the answers see we aren't any different from them and that it is ALL possible for them, too.

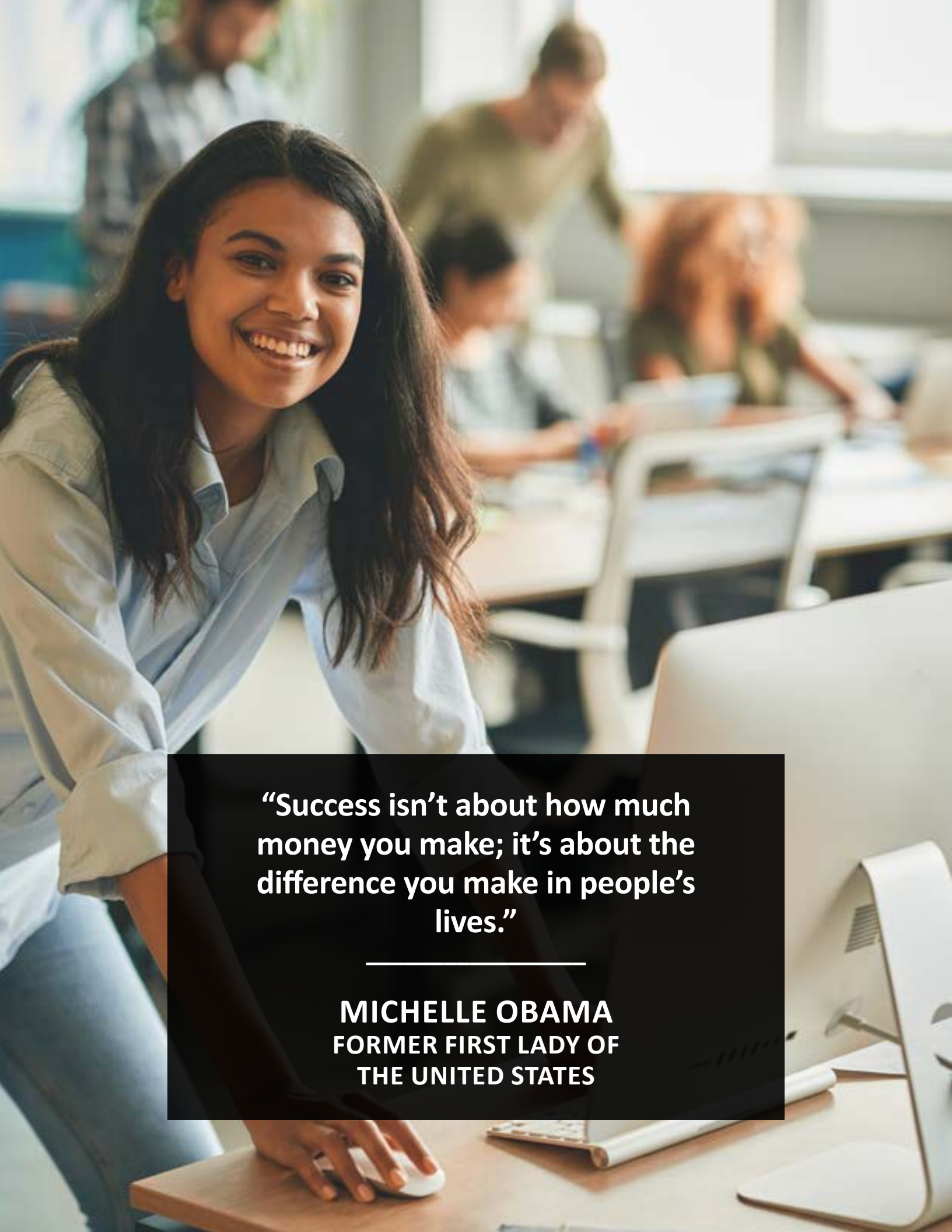
This is a level of real & raw leadership which most won't step into because of fear. But you will because you are different, you aren't 'normal', you're one of the crazy ones here to change the World.

And we will be right beside you leading the revolution.



ABOUT THE AUTHOR

Clare is a 2 x CEO, mum of 2 and domestic abuse survivor. As a global speaker and creator of the Real & Raw Leaders movement, Clare is on a mission to change the way we view leadership by showcasing the human behind the perception. An advocate for female empowerment of all kinds, Clare believes the more leaders share their story, truth and vulnerability, the more we show others that it is all possible for them as well. This is the new paradigm of Leadership- born through Clare's own journey of sharing her darkest times in real time, because there is power in the messy middle.



“Success isn’t about how much money you make; it’s about the difference you make in people’s lives.”

**MICHELLE OBAMA
FORMER FIRST LADY OF
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THE POWER OF EXECUTIVE PRESENCE

BY ALLISON BLANKENSHIP, NAPLES, FLORIDA USA

If leadership can be defined as what others do when the leader is not there, then Executive Presence may be summarized as how other people describe or think of you when you are not in the room.

You hear a lot of buzz about “Executive Presence” or EP but few people can really define it. For leaders, EP is crucial to influence others and drive results. According to a poll of senior executives, EP accounts for up to 26% of a decision to promote someone into leadership. So what, exactly, is this elusive and critical skill set known as Executive Presence?

For many, EP is personal confidence and the ability to mobilize others to act. It is the ability to influence others, create buy-in and stand out in order to drive the organization to excel. And, while many of these skills are often assessed nonverbally, developing EP is more than just “charm school.” It involves personal character, persistence and decision-making skills to transition a positive executive presence into a lasting leadership legacy.

How does one enhance or develop his EP? Through a series of soft skills that establish credibility and following through with strategic leadership ability. These soft skills are



often undervalued by high potential candidates who focus on results or data and ignore the impact of their actions or presence.

Some steps to enhance EP are no-brainers – becoming an active listener and not checking your smartphone or tablet during meetings is one of the most constant recommendations from executives. Making sure that your personal appearance is neat and tidy with pressed, clean clothes that fit properly is another tactic that subconsciously communicates you pay attention to details. Probably the most crippling and most common factor is failure to voice ideas or make suggestions during meetings. That lack of voice is often perceived as a lack of initiative or leadership.

The bottom line is that we follow leaders or do business with people we perceive to be most “like us.” We look for wisdom and substance in our leaders because it instills confidence. Here are several body language strategies you can incorporate that inspire or elicit respect:

ASSUME THE POWER POSE POSITION

When you walk into a room, pause for 3-5 seconds with your feet 12-14” apart and arms resting lightly at your sides. This is considered the most confident pose as you are standing completely open or vulnerable to your “enemies.” This position establishes confidence and nonverbally says that you have no fear.

A variation of the Power Pose for a seated meeting is to sit comfortably in your chair, with a straight back and hands on top of the table. You can lean forward slightly, just be careful

not to slump backwards into the seat.

SPEAK SLOWER AND LOWER

Studies show that people respond and respect voices with a lower pitch or deep timber. If you weren’t born with a broadcasting voice, practice lowering your pitch with a quick exercise. Repeat “King Kong” 5x every day for a week. Each time you repeat “King”, push your voice to go higher, and when you say “Kong,” try lowering your voice. You’ll literally feel the stretch of the vocal cord muscles. Before answering an important question or walking into a meeting, mentally say “Kong” and your voice will drop in pitch to be more powerful and authoritative.

These two nonverbal strategies will project an image of confidence; the final strategy has to do with personal character and leadership ability:

DEVELOP A RESPECTFUL QUESTIONING ATTITUDE

This is the confidence and, sometimes, courage to speak up in higher level meetings to push back or voice risks in a respectful manner. This one strategy helps you stand out as a committed and creative problem solver. Take a deep breath, lower your pitch and ask a probing question such as “Have you considered...” or “What happens if we...”

Executive Presence isn’t developed in a day – it takes time to establish yourself and your brand. Using these tactics will expedite the process and position you for success.



ABOUT THE AUTHOR

Allison Blankenship is no stranger to busting barriers. She bounced back from qualifying for food stamps to becoming one of the first female regional directors in a 5-star hotel company. After winning the Jim Barber Leadership Award for the state of Florida, she wrote 4 books, founded a women’s honorary at Auburn University and was named the Florida Speaker of the Year. Allison specializes in establishing executive presence, creating buy-in and dynamic presentation skills. www.PrecisionSpeaking.com

“Executive Presence isn’t developed in a day – it takes time to establish yourself and your brand.”

SKIING UPHILL

A STORY OF STRENGTH AND PERSEVERANCE

A HEARTFELT MEMOIR.

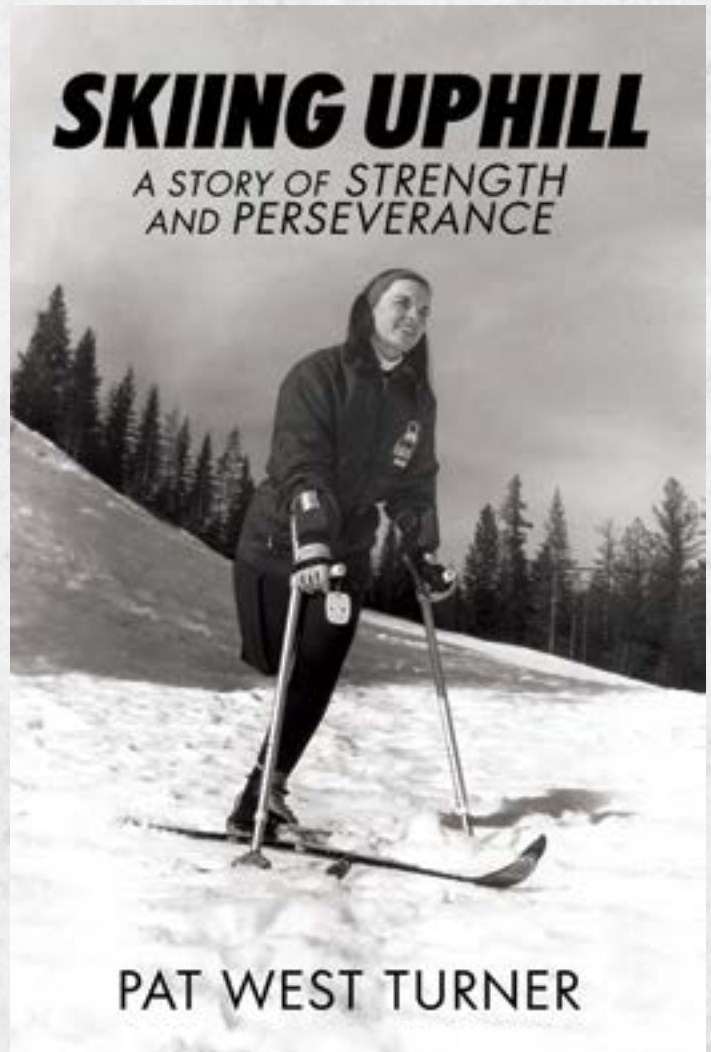
Pat West Turner, who survived a near-fatal car accident as a high school senior in 1965 that resulted in the amputation of her right leg, has never let her disability define her being. Now, Turner has written a heartfelt memoir, *Skiing Uphill*, to share what she went through following the accident and the ways she continuously found to meet life with a sense of adventure and personal courage.

Turner, an avid skier before the accident, returned to the ski slope with adaptive outriggers and went on to compete nationally and internationally, including a silver medal in New Zealand in 1978. She later became a ski instructor and also taught school both in California and in the Eastmont and Wenatchee school districts in Washington state. Her missing leg became a tool with which she engaged students. In the book, she shares important lessons she learned.

When I interviewed Turner a few years ago, she summed up her philosophy with these words: “Life is hard, you will survive, and the more friends you have the better.” At every crossroad in her life, she focused on what she could do rather than what she was unable to do — a philosophy that any person can adopt.

Turner hopes that the book will provide inspiration for individuals to see their own challenges with more courage and resolve.

Rufus Woods, Columnist
Wenatchee World



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SERVING WITH CONVICTION: THE GIFT OF LEADERSHIP

BY DELORES MCLAUGHLIN, PHOENIX, ARIZONA USA



The leader who leads and serves well is an inspiration to those who follow. The leader is the individual whose followers believe and turn to for guidance in making decisions based on what is expected of them.

The leadership role consists of the leader setting a standard of loyalty for the followers and developing trusting relationships with individuals that value their expertise. However, if the leader decides not to look out for the best interest of followers and those individuals whose lives depend on the leader's effectiveness, this incidence can lead to a devastating experience both physically, mentally, and spiritually for those individuals who trust the leader.

Serving with conviction requires

inner and outer mind balance, self-awareness of strengths and weaknesses, investing and mentoring for other servant leaders, and the call of humanity.

As a professional nurse, I understand the importance of developing a trusting relationship with patients, their families, and certified nursing assistants who I direct throughout the day. On one occasion, while working at a local hospital in Phoenix Arizona, a serious discussion about nurses being allowed to wear acrylic nails (artificial nails) while caring for patients came up. The clinical director initiated the conversation.

"Nurses are considered "Angels of Mercy." said the clinical director but what if the "Angels of Mercy" become the cause of death for a patient?"

Although, the acrylic nails were fashionable and many nurses loved wearing the acrylic nails, the patient was in harm's way because of a possible infection called *Pseudomonas* which is a green fungus that forms under the acrylic nails which has caused some cases of partial amputation of the nurse's finger and serious infections for the patients.

What was my responsibility as a leader? How can I work with my staff and protect my patients from getting an infection at the same time?

The serving leader "input" must match up with the serving leader's "output." What the leader says must be a testimony to what he does. The serving leader serves the follower which is considered a calling instead of merely a job. The serving leader is

servant leaders by following the example of the current serving leader. For example, the follower's trust the leader and consider the leader to be a role model and inspiration for the followers which is an incentive to become a servant leader.

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Serving with conviction requires an inner self-connection and a supernatural experience in serving others. The serving leader realizes leadership is a gift of hope, possibilities, safety of followers and development. Leading with conviction means the leader thinks less of self and more of fulfilling the greater call of humanity through transformation and lending a helping hand.

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ABOUT THE AUTHOR

Delores Ramsey McLaughlin is a motivational speaker who inspires audiences from corporate to faith based. She has a gift of making the most serious topics become less intimidating and more accepting. The founder & executive director of "All Out Communication" and "Freedom-N-Christ Ministries," she teaches effective leadership skills, conflict management, strategies to successfully pursue your dreams and how to bridge gaps between cultural and religious differences.

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CULTIVATING CREATIVITY: THE CORNERSTONE OF EFFECTIVE LEADERSHIP

BY JUDI MOREO

Great leaders know that creativity is a key component of survival. You must demonstrate to your team members every day of every month of every year, year after year, what creativity means and how important it is to the organization.

In a survey conducted by the American Management Association, 500 CEOs were asked, “What must one do to survive in the 21st century?” The top answer across the board was, “Practice creativity and innovation.” Yet, only 6 percent felt their organizations were doing a great job of it. According to Training & Development magazine, the biggest roadblock to creativity and innovation within organizations is fear.

The extensive changes we are currently experiencing throughout the world are going to demand a particular style of leadership so utterly revolutionary that it will challenge any and all existing paradigms. New thinking must become the norm in any organization where high quality and effective leadership will be the competitive edge. It must supersede outdated and obsolete management paradigms. When there is truly effective leadership, team members are mobilized to be and do their very best. It is the catalyst for transforming

the organization and galvanizing everyone toward a common purpose.

Walk the Talk

The potential for greatness and innovation in your organization already exists. It’s up to the leader to recognize, retrieve and redeem this competitive capital. The answer lies in the leader’s ability to unite his or her team and be able to create an environment that is conducive to creativity.

Effective leaders know that their team members are their greatest assets. They cultivate, encourage, and engage the talents and skills of these team members to be able to consistently find new and better approaches that will ultimately improve bottom-line results. They believe that understanding, participation, and involvement of team members are essential to earning respect, loyalty and commitment. There is no better way to do this than by “walking the talk.” A true leader teaches by example. Yet, there are so many people in leadership positions who practice “Do as I say and not as I do.” When you preach one thing and do another, your adverse influence diminishes respect and trust.

To generate a culture of creativity,

an organization’s vision and core values must be articulated so that team members see them as being high priorities. Vision stimulates and fosters creativity. This vision, along with the core values, must be infused into everything you say and do, so that everyone can accurately anticipate the future and avoid repeating past mistakes.

Leaders must become the model of the transformation they are envisioning. Leaders set the tone or tempo of the organization. Powerful leadership requires the leader to model the right behaviors. Team members copy their leader’s behavior! The single most important way to ensure that your team members become the best they can be is to “walk your talk.” If you want to be effective, don’t just set values or talk values. Instead, practice and demonstrate values. Team members make judgments about their leaders based on what they see the leader do rather than what they hear the leader say. Actions really do speak louder than words! Make sure your actions demonstrate what you say. The failure to walk the talk results in distrust and low morale.

Mahatma Gandhi, the great Indian social reformer, was perhaps one of the greatest and most powerful

leaders of all time. He personified what it means to “walk the talk.” He believed in nonviolent methods, that there must be no fighting but rather fasting and non-retaliation. His determination and willingness to set the example eventually led to his nation’s independence. He defeated the British Empire with all of its military might. Gandhi was a truly remarkable man who will be forever revered for his exceptional leadership.

People will believe you when you model the behaviors that you want them to practice. The most natural way of influencing people is by example. If you want your team members to be more creative, then show them by being creative. If you want them to be more organized, then you must be more organized. If you want them to be more enthusiastic, then enthusiasm must begin with you. If you want punctuality and you start your meetings late, that’s saying it’s okay not to be punctual. If you want your team members to be more disciplined, then your responsibility is to begin with your own discipline.

There is hardly an organization (or a family either, for that matter) that doesn’t have a communication problem of one kind or another. And yet, people in the top positions of many organizations don’t even speak to team members by saying a simple “Good morning.” If you want the communication in your organization to be effective, then the communication should begin with you.

Your behavior has to correspond with whatever expectations you have of your team members. It is that simple. In his book, *Sacred Cows Make the Best Burgers*, co-author Robert Kriegel tells the story of an

outstanding individual, Frank Pacetta, a sales manager at Xerox, who took his district from the bottom-ranking performer to number one in his region. He says, “I believe in the power of personal example. At the minimum, a leader has to show his troops the route of the march and the destination.” Team members who have a strong leader will look out for fresh ideas, take on new challenges and learn new things.

Suppose you announce that you are committed to customers. However, in your day to day behavior, you find your customers to be bothersome and you ignore or avoid them wherever possible. Your behavior demonstrates the opposite.

If your team members see that your behavior exemplifies a specific behavior you want them to have, they will do as you do. The most important way to communicate your commitment is through your behavior. All that you do sends a message; how you spend your time, the goals you set, the ways you reward performance, as well as your verbal and nonverbal communications.

We are all dealing with the same primary issues and challenges: obtaining commitment, improving communication and accountability, overcoming roadblocks to change, doing more with fewer resources, and reducing negativity. These are the day to day issues that most of us have to handle. They have to be dealt with in the appropriate manner, which ultimately boils down to two words: effective leadership!

We only have to take a look at the leadership of an organization to understand why certain companies

flourish and others merely exist. You can walk into any business and know, within a few minutes, the kind of leader the company has at the helm by the kind of service you get. What happens at the top filters down to all. A leader’s ability to lead is critical to the establishment and continuity of creativity, increased productivity and retention of good team members.



ABOUT THE AUTHOR

Judi Moreo is the author of the award-winning book, “You Are More Than Enough: Every Woman’s Guide to Purpose, Passion, and Power” as well as its companion, *Achievement Journal*. She is a Certified Speaking Professional who has spoken in 28 countries around the world. Less than 10 percent of the speakers in the world hold this highly respected earned designation. To contact Judi or book her for a speaking engagement, contact Turning Point International, (702) 283-4567 or judi@judimoreo.com.



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A FINAL NOTE FROM JUDI MOREO

Thank you for joining us on this enlightening exploration of leadership. We hope the articles within this issue have inspired and equipped you with valuable insights to enhance your own leadership journey.

As you close this magazine, remember that the principles and stories shared here are not only to be read but to be lived. Leadership is an ongoing adventure of growth, learning, and impact. The lessons from seasoned leaders, the innovative strategies, and the heartfelt stories of resilience are

all here to remind you of the power and responsibility you hold.

We extend our heartfelt gratitude to the Women Entrepreneurs Association members for their invaluable contributions to this issue. Their dedication to empowering women leaders and fostering a community of support and collaboration has been instrumental in bringing this magazine to life.

Thank you for being part of our readership. Your engagement and

commitment to leadership excellence are what drive us to continue curating meaningful and impactful content. We look forward to bringing you more inspiring stories and practical wisdom in future issues.

Until next time, lead with heart and purpose.



Judi