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Meet the Author: Marisa Santoro

Book: Own Your Authority

Link - <https://www.amazon.com/Own-Your.../dp/126425816X/ref=nodl>

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What motivated you to write your book?

As a career leadership trainer, I found that there wasn't any discussion in the leadership and development space, that addresses decision-making based on a gut feeling, and following one's instincts to become an effective leader. Having worked in corporate America for twenty years, I discovered first-hand that many leaders, including myself, often based the strategic direction of their team, on intuition. It can be as simple as relying on your experience and success patterns you've witnessed personally or a subconscious intelligence you tap into.

Today, there are many senior and executive leaders who don't always trust their decisions and are uncertain if they are projecting the authority they have. Building self-awareness also seems to be a passing thought in terms of professional development and yet is transformational to your career growth.

What's the most important lesson you want readers to takeaway after reading Own Your Authority?

I want readers to trust themselves and own their personal authority. This could be measured by how often they are leaning into daily actions that address some level of discomfort or fear to lead impactfully. This can look like many things, for example: speaking up, negotiating what you want, disagreeing with the majority in a room, speaking on a stage, making a career transition, defending a decision.

Who is someone that inspires you and why?

Jack Canfield - he introduced me to a core set of life success principles that was a natural supplement to the work I was coaching and training on, related to business and leadership mindset, the power of your internal dialogue and trusting your instinct.