

# *Lead Like a Girl*

## **A Leader's Journey from Aspirations to Achievements**

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**In today's environment, traditional leadership models are being turned on their heads. More than ever, the traits often associated with women - empathy, collaboration, and flexibility - are proving essential to effective leadership.**

Author Lovell Casiero, a seasoned executive and professional life coach, weaves together compelling narratives of female leaders who've made their mark, backed by personal life lessons that underscore the strengths women bring to the boardroom.

Casiero's engaging writing style and her ability to connect with readers on a personal level make **Lead Like a Girl** a must-read for anyone aspiring to make a difference in their professional and personal lives, regardless of their gender. By sharing her own journey and the stories of other remarkable women who have blazed trails in various fields, Casiero offers a roadmap for leadership success.

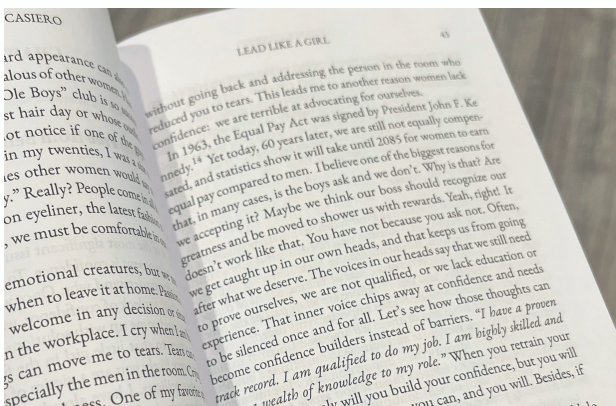


Feel free to reach out to me with any other questions you have using the contact details below.

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## Quick Facts

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# Excerpt

The journey of professional growth is like navigating a complex labyrinth. At every turn, one encounters new challenges and opportunities, making the path to success both exhilarating and daunting. In such a journey, the role of a mentor becomes invaluable. A mentor is not just a guide; they are a beacon of wisdom, experience, and insight, illuminating the path ahead with clarity and purpose. Their guidance is a compass that helps steer your career in the right direction, ensuring that every step taken is a step closer to your ultimate goal.

**The journey to success is rarely a solitary one – it is often the wisdom and support of a mentor that catalyzes one's growth and propels them towards their aspirations.**

If you do not currently have a person like this in your life, do not be shy about approaching someone who has blazed the path you desire or is in the position you would like. Ask them if they would consider talking to you and providing advice and direction to help you navigate the industry or company where you would like to grow. We often think accomplished people are too busy, but remember they had someone help them, and most people are honored to pay it forward. Just be mindful that they are likely in a demanding position; therefore, come prepared to make the time efficient for both parties.



## ■ Susan Bone

WORLD DELIVERANCE INTL

“Lovell’s approach to coaching reveals and shares the secrets and revelation of how she has been able to move to this level and motivates others to do the same.”

## ■ Lori Kiel

THE KESSLER COLLECTION

“Lovell Casiero preached the truth in her Lightning Round at the HSMIA Sales Leadership Forum! ‘A bird may land on your head, but you don’t have to let it build a nest.’ PREACH!!! Lovell nailed the delivery, she would be an excellent keynote speaker for your next conference.”



## Katherine Kies

KIES HOSPITALITY COLLABORATIVE

"Lovell has an eloquent way of delivering tough love while making you feel like you are an invaluable resource in your contribution. Her coaching is both collaborative and inspiring."



## Erika McKee

EMPOWER FITNESS

"I love that each chapter provides eight takeaways. After reading the book, I find myself going back for refresher sessions with the eight key takeaways. On my way to a new beginning!"

# Biography

Southern born and bred, Lovell's hospitality journey took her from sales admin to senior executive. She took a 10-year sabbatical from her hospitality career to run her family's television ministry, growing it from local stations to a global broadcast on cable networks such as BET.

**Life is a journey and Lovell's journey has been filled with both success and trials but for her, the only option was to overcome, move forward and win again.**

As an author and speaker, she captivates her audience with her authentic real-life story telling of lessons learned, obstacles overcome, and dreams come true. She lives by a truth that every personal challenge or difficult situation is in vain unless you are willing to help others by sharing the lessons learned from those moments. She brings to the stage a confidence driven by determination, motivation and a never give up attitude.



# *Press Release*

## **Expert Life Coach and Speaker Lovell Casiero Announces Release of Empowering New Book:**

*Lead Like a Girl: From Aspirations to Achievements*

New Freedom, PA – Author Lovell Casiero is thrilled to announce the release of her highly anticipated book, **Lead Like a Girl: From Aspirations to Achievements**. This empowering and inspirational book captivates readers with its compelling insights and guidance on leadership, personal development, and the journey to achieving one's full potential.

**Lead Like a Girl** takes readers on a transformative journey that challenges traditional notions of leadership. In this thought-provoking book, Lovell Casiero invites readers to explore a new paradigm of leadership—one that embraces diversity, collaboration, and empathy. Drawing from her extensive experience as a successful leader, entrepreneur, and advocate for gender equality, Casiero offers practical advice, real-life stories, and actionable strategies to help readers navigate the complexities of leadership with confidence.

### **Key highlights of *Lead Like a Girl* include:**

- Empowering women to embrace their unique leadership qualities.**
- Inspiring individuals to break through barriers and shatter stereotypes.**
- Providing practical tools and techniques for effective leadership.**
- Encouraging inclusivity and fostering diverse teams for innovation.**
- Provides personal stories of trials and triumph.**
- Offering insights into overcoming challenges and building resilience.**

Lovell Casiero's engaging writing style and her ability to connect with readers on a personal level make this book a must-read for anyone aspiring to make a difference in their professional and personal lives. By sharing her own journey and the stories of other remarkable women who have blazed trails in various fields, Casiero offers a roadmap for leadership success.

"I wrote **Lead Like a Girl** to empower individuals, regardless of their gender, to lead authentically and with purpose," says Lovell Casiero. "I believe that by embracing diversity, fostering inclusivity, and amplifying the unique qualities of each individual, we can create a world where everyone has the opportunity to thrive as leaders."

**Lead Like a Girl: From Aspirations to Achievements** is available in both print and digital formats at all major book retailers.



## *Interview Questions*

### **What inspired you to write a book?**

I have received much favor and blessings during my journey from aspirations to achievements. I simply wanted to give back and empower individuals to level up as a leader, regardless of gender.

### **Tell us about the background or research that went into your book.**

To me, one of the best parts of the book are the stories of the other women. Each interview created additional content for other chapters.

### **Do you have a favorite chapter from your book, and if so, why?**

Yes, chapter 2. The Decades That Built Me. I believe reflection is a great teacher if you can be honest with yourself and consider the trials as well as the triumphs. We can learn from both.

### **What was your biggest surprise from when you started until you published?**

I assumed the theme of the book would be leadership lessons; what I did not anticipate was how much of my personal life lessons I would share.

### **How did you handle writer's block or moments of self-doubt during the creative process?**

Writer's block was not as much of an issue as finding the time to write was. It took discipline to set aside uninterrupted time to focus. The creative process was enhanced by having an editor who could be brutally honest with me when I needed to rewrite a chapter.

### **Are there any themes or messages you aim to convey through your writing?**

I wanted to convey the message that success is only inhibited by self-doubt. You truly can achieve anything you set your mind to.

### **What do you think will be most surprising to the reader?**

The title can be a little deceiving. People assume it is a book for women. What they will realize is the title of the book is because it is from the voice of a woman. The lessons are for men and women leaders alike.