

**EMBARGOED UNTIL JUNE 15, 2023**

# News Release

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*Editor's Note: The author, L. Michelle Smith is available for in-studio and virtual interviews immediately for shows airing on June 15, 2023 or later. Contact for assets and pre-reads.*



## **New Book *Yes Please! 7 Ways to Say I'm Entitled to the C-Suite* Empowers Women of Color with Positive Emotion and Critical Secrets to Navigate Obstacles on Their Way to the Top**

[DALLAS, TEXAS, June 15] - Acclaimed author, chief executive and certified executive and personal coach L. Michelle Smith unveils her latest groundbreaking book, ***YES PLEASE! 7 WAYS TO SAY I'M ENTITLED TO THE C-SUITE: SECRETS WOMEN OF COLOR NEED TO KNOW NOW TO FIND THEIR HAPPY AND WIN IN AN EXCLUSIVE CORPORATE CULTURE***. This compelling leadership book provides Black women and other women of color with the tools and insights necessary to overcome the unique challenges they face in the workplace as they set their sights on C-Suite-level roles..

In ***YES PLEASE!***, Smith draws upon positive psychology, neuroscience, and the experiences of high-performing professional Black women, including herself, to reveal the seven secrets for success for the “double disadvantaged” in senior executive leadership positions, most notably tapping into positive emotion. The book emphasizes the importance of Black women prioritizing their happiness as a pathway to achieving their career aspirations since research in positive psychology has proven that happy people are successful people.

Smith conducted a survey conducted with 100 high-performing professional Black women leaders and found that 90% of them felt everything but happy, attributing their gender and race as the primary obstacles to their success in corporate environments where they are not centered. Smith believes that a mindset shift is crucial for Black women to overcome these challenges and claim their rightful place in senior executive leadership roles.

***YES PLEASE!*** offers seven positive affirmations, seven secrets and 32 powerful coaching questions to help Black women leaders devise a plan of action to get to the C-Suite despite the obstacles. The chapters guide readers through important topics such as likability versus

respectability, the problem of “sponsorship impotency,” deserving executive compensation to building generational wealth, finding a partner who supports their leadership aspirations, prioritizing happiness and wholeness on their journey, seizing both the title and the compensation when negotiating and accessing the advocacy and mentorship of high-powered white men.

Through storytelling, actionable tips, coaching exercises, and insights from successful Black women in the C-Suite, Smith empowers readers to shift their mindset, overcome unique workplace challenges, and assemble a supportive tribe that will uplift and champion their success. By solving for the double-disadvantaged—Black women—everyone benefits, creating a more inclusive and equitable corporate culture.

***YES PLEASE!*** is a no-nonsense leadership guide that empowers Black women to overcome barriers and achieve success on their terms while also exploring how

- To consider and understand what she deserves
- Black women's unhappiness in Corporate America, due primarily to isolation, hinders their success and contributes to the lack of representation in the C-Suite
- Positive emotions, self-belief, and embracing one's worth are essential for Black women to excel in leadership roles
- How not knowing whom to trust in their leadership journey causes disillusionment on their leadership journey.
- Sponsorships can be an advantage—if they work and how very often they do not
- Women leaders can not only be pushed out of the leadership pipeline, but “pulled out” by demands on the homefront
- Important finding a life partner who is supportive, selfless and not tied to traditional or cultural gender roles can be
- The likeability factor and paradox is important and how to navigate it

...and more.

***YES PLEASE! 7 WAYS TO SAY I'M ENTITLED TO THE C-SUITE*** offers a comprehensive roadmap for Black women and other women of color to navigate the corporate landscape and achieve their leadership aspirations. Through storytelling, insights, and practical coaching exercises, Smith provides a guide that is both inspirational and actionable.

### **ACCOLADES:**

“This is an absolute must read for any person looking to demystify ascent to the C-Suite, but more importantly, through authentic storytelling and proven leadership principles exercised by Black women achievers. Yes, Please! provides mid-level, mid-career women of color all important **access** to essential knowledge that is not always readily shared. Thank you L Michelle for this timely work and word...”

**Xavier Williams, Retired Fortune 10 Executive, CEO NWS Wireless**

“L. Michelle gives you the secrets to navigating the corporate world on your own terms. Anyone who wants to experience higher levels of personal and professional success should read this book.”

**Trudy Bourgeois Author, *EQUALITY: Courageous Conversations about Women, Men and Race to Spark a Diversity and Inclusion Breakthrough***

“L. Michelle is a sister who knows how to help you find success in business.”

**Toure, TV Personality, Podcast Host and Author, *I Would Die 4 U: Why Prince Became an Icon***

“Using her experience as both a corporate executive and an advisor to Fortune 100 leaders, and incorporating the stories of fellow Black women professionals, L. Michelle Smith advises high-performing women on surviving – and thriving – on their own journeys to the top. *Yes Please!* is as practical as L. Michelle Smith’s other books. Her advice to women about speaking out in a time of great flux in the work world is especially helpful.”

**Kristie Bunton, Ph.D., Dean of the TCU Bob Schieffer College of Communication and author of *Having Their Say: Athletes and Entertainers and the Ethics of Speaking Out***

“Once again, L. Michelle has her finger on the pulse of what's going on in corporate America. For me, this book could not have come at a better time. The concept of what we deserve should be required reading for every woman inside and outside of workplaces--and their daughters and nieces. L. Michelle is an important voice in the discussion of work and life, women and people of color, one we should listen to.”

**Maria Reeve, Vice President, Texas Initiatives for Hearst, former executive editor of the *Houston Chronicle***

“L. Michelle Smith is a passionate advocate and coach for women in the C-Suite. She knows what it takes to open the right doors. If you want to build a confidence and right skill set, *Yes, Please!* is the how-to guide you’ll keep going back to.”

**Valorie Burton, National bestselling author of *Successful Women Think Differently* and CEO of the Coaching and Positive Psychology Institute**

*About the Author:*

L. Michelle Smith is an award-winning author, sought-after keynote speaker, and certified executive and personal coach to Fortune 100 executive women leaders. With her extensive expertise in leadership development and evidence-based coaching, she has helped numerous women leaders and beyond achieve success in their professional and personal lives. Smith's mission is to empower women leaders to break barriers, find happiness, and claim their rightful place in senior executive leadership positions.

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