

## Ep 14 'Keep Your Shit to Yourself' with Irina Soriano: Show Notes

Today we are LIVE in the HIVE with Irina Soriano, an author, TEDx and Keynote Speaker, and a VP Corporate Executive.

In the spring of 2018, Irina Soriano embarked on a transformative journey of self-discovery and empowerment, transitioning from a decade-long tenure at the same company that spanned three continents. This significant shift marked a new chapter without the familiar daily job routine, sparking a profound awakening within her, which highlighted the importance of self-belief and the power of leading by example to drive meaningful change.

In today's episode we focus on PRESENCE, PURPOSE, limiting beliefs and the EMBRACE of CHANGE in Leadership - and in Life.

Hot from her provocative TEDx talk, "Why Women Don't Shit at Work", Irina shares her story about how she (and women in general) are fearful of relieving themselves in the workplace. This led her to use this as a strong and real metaphor for mental clutter (MINDSHIT).

She and her sister, Jo, created and founded SISTERLY, an on-line community where

women can come together to transform their mindshit into a MINDSHIFT.

We touch on:

- the power of vulnerability
- building confidence
- if I hold onto my shit, what other things do I hold onto or hide unnecessarily?
- Her powerful Peace of Shit method for dealing with Mindshit
- her book, Generation Brand.

Irina Soriano is the Vice President of Enablement at Seismic, the world's leading software Enablement company. She is the author of 'Tomorrow's Enablement for Today's Leaders' and 'Generation Brand', as well as a TEDx and keynote speaker, deeply passionate about empowering professionals globally in the corporate world and beyond.

Irina co-founded SISTERLY | MINDSHIT TO MINDSHIFT with her sister Jo. The mission at SISTERLY is to create a space for like-minded women to grow together into their full potential by collectively addressing our "Mindshit" (mental clutter) through targeted strategies boosting mental wellness and achieving "Mindshifts" together.

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