

# TEN TOES IN WHEN WE STANDING ON BUSINESS

## TEN TOES IN: A DEEP DIVE INTO COMMITTED BUSINESS ENGAGEMENT

INTRODUCTION:

### UNDERSTANDING THE "TEN TOES IN" MENTALITY IN BUSINESS

THE PHRASE "TEN TOES IN" SIGNIFIES COMPLETE COMMITMENT AND UNWAVERING DEDICATION. IN THE DYNAMIC WORLD OF BUSINESS, THIS MENTALITY ISN'T JUST A DESIRABLE TRAIT; IT'S OFTEN THE DIFFERENCE BETWEEN SUCCESS AND FAILURE. THIS ARTICLE EXPLORES THE MEANING OF HAVING "TEN TOES IN" WHEN IT COMES TO BUSINESS, EXAMINING ITS CRUCIAL COMPONENTS AND OFFERING PRACTICAL STRATEGIES TO CULTIVATE THIS ESSENTIAL ATTITUDE. WE'LL DELVE INTO THE IMPORTANCE OF FULL ENGAGEMENT, OVERCOMING CHALLENGES, AND ULTIMATELY BUILDING A THRIVING ENTERPRISE. WHETHER YOU'RE A SEASONED ENTREPRENEUR OR JUST STARTING, UNDERSTANDING AND EMBODYING THIS PRINCIPLE IS VITAL FOR ACHIEVING YOUR GOALS.

ARTICLE OUTLINE:

- I. DEFINING "TEN TOES IN" IN A BUSINESS CONTEXT
- II. THE IMPORTANCE OF FULL COMMITMENT AND ENGAGEMENT
- III. OVERCOMING CHALLENGES WITH A TEN TOES IN APPROACH
- IV. BUILDING A STRONG FOUNDATION FOR TEN TOES IN SUCCESS
- V. MAINTAINING MOMENTUM AND LONG-TERM COMMITMENT
- VI. RECOGNIZING AND ADDRESSING BURNOUT TO SUSTAIN COMMITMENT

ARTICLE BODY:

- I. DEFINING "TEN TOES IN" IN A BUSINESS CONTEXT

### DEFINING "TEN TOES IN" – FULL IMMERSION IN YOUR BUSINESS

"TEN TOES IN" REPRESENTS A STATE OF COMPLETE IMMERSION IN YOUR BUSINESS. IT SIGNIFIES A PROACTIVE, ENGAGED APPROACH, WHERE YOU'RE NOT JUST PASSIVELY INVOLVED BUT ACTIVELY CONTRIBUTING TO EVERY ASPECT, FROM STRATEGIC PLANNING TO DAY-TO-DAY OPERATIONS. IT'S ABOUT BEING FULLY PRESENT, MENTALLY AND EMOTIONALLY INVESTED IN YOUR VENTURE'S SUCCESS.

- II. THE IMPORTANCE OF FULL COMMITMENT AND ENGAGEMENT

### COMMITMENT FUELS SUCCESS – THE POWER OF FULL ENGAGEMENT

FULL COMMITMENT IS THE BEDROCK OF ANY SUCCESSFUL BUSINESS ENDEAVOR. WHEN YOU'RE "TEN TOES IN," YOU'RE MORE LIKELY TO MAKE INFORMED DECISIONS, ANTICIPATE CHALLENGES, AND PERSEVERE THROUGH SETBACKS. THIS LEVEL OF ENGAGEMENT FOSTERS RESILIENCE AND INCREASES YOUR CHANCES OF ACHIEVING YOUR GOALS.

## ACTIVE PARTICIPATION – BEYOND JUST OWNERSHIP

OWNING A BUSINESS DOESN'T AUTOMATICALLY EQUATE TO BEING "TEN TOES IN." TRUE COMMITMENT NECESSITATES ACTIVE PARTICIPATION, MEANING YOU'RE NOT JUST A FIGUREHEAD BUT A HANDS-ON CONTRIBUTOR, DEEPLY INVOLVED IN THE DAILY GRIND AND STRATEGIC PLANNING.

### III. OVERCOMING CHALLENGES WITH A TEN TOES IN APPROACH

## FACING CHALLENGES HEAD-ON – THE TEN TOES IN ADVANTAGE

OBSTACLES ARE INEVITABLE IN BUSINESS. HOWEVER, A "TEN TOES IN" MENTALITY PROVIDES THE RESILIENCE AND DETERMINATION TO OVERCOME THEM. WHEN YOU'RE FULLY INVESTED, YOU'RE MORE LIKELY TO FIND CREATIVE SOLUTIONS, SEEK SUPPORT, AND ADAPT YOUR STRATEGIES TO NAVIGATE DIFFICULTIES.

## RESILIENCE AND PERSEVERANCE – KEY TRAITS OF TEN TOES IN ENTREPRENEURS

THE ABILITY TO BOUNCE BACK FROM SETBACKS IS CRUCIAL. WITH A "TEN TOES IN" APPROACH, SETBACKS BECOME LEARNING OPPORTUNITIES, FUELING YOUR DETERMINATION TO SUCCEED. IT'S ABOUT VIEWING CHALLENGES AS STEPPING STONES, NOT ROADBLOCKS.

### IV. BUILDING A STRONG FOUNDATION FOR TEN TOES IN SUCCESS

## STRATEGIC PLANNING – LAYING THE GROUNDWORK FOR SUCCESS

A STRONG FOUNDATION IS ESSENTIAL FOR LONG-TERM SUCCESS. THIS INCLUDES METICULOUS PLANNING, SETTING CLEAR GOALS, AND DEVELOPING A ROBUST BUSINESS STRATEGY. BEING "TEN TOES IN" MEANS ACTIVELY PARTICIPATING IN EVERY STAGE OF PLANNING AND EXECUTION.

## TEAMWORK AND COLLABORATION – THE POWER OF A UNITED FRONT

BUILDING A STRONG TEAM IS CRUCIAL. WITH A "TEN TOES IN" ATTITUDE, YOU FOSTER COLLABORATION, DELEGATE EFFECTIVELY, AND BUILD A SUPPORTIVE ENVIRONMENT WHERE EVERYONE FEELS VALUED AND INVESTED IN THE BUSINESS'S SUCCESS.

### V. MAINTAINING MOMENTUM AND LONG-TERM COMMITMENT

## SUSTAINED EFFORT – THE KEY TO LONG-TERM SUCCESS

MAINTAINING MOMENTUM REQUIRES CONSISTENT EFFORT AND DEDICATION. THE "TEN TOES IN" APPROACH ISN'T A SPRINT; IT'S A MARATHON. IT REQUIRES CONSISTENT COMMITMENT, EVEN WHEN FACED WITH CHALLENGES AND PERIODS OF SLOW PROGRESS.

# ADAPTABILITY AND INNOVATION – STAYING AHEAD OF THE CURVE

THE BUSINESS LANDSCAPE IS CONSTANTLY EVOLVING. A “TEN TOES IN” ENTREPRENEUR STAYS ABREAST OF INDUSTRY TRENDS, EMBRACES INNOVATION, AND ADAPTS THEIR STRATEGIES TO REMAIN COMPETITIVE AND RELEVANT.

## VI. RECOGNIZING AND ADDRESSING BURNOUT TO SUSTAIN COMMITMENT

### PREVENTING BURNOUT – MAINTAINING A HEALTHY BALANCE

WHILE COMMITMENT IS ESSENTIAL, IT’S CRUCIAL TO AVOID BURNOUT. A “TEN TOES IN” APPROACH SHOULD BE BALANCED WITH SELF-CARE, ENSURING YOU PRIORITIZE YOUR PHYSICAL AND MENTAL WELL-BEING. THIS WILL SUSTAIN YOUR COMMITMENT OVER THE LONG HAUL.

### STRATEGIES FOR PREVENTING BURNOUT – SELF-CARE AND DELEGATION

PRIORITIZING SELF-CARE, SETTING BOUNDARIES, AND EFFECTIVELY DELEGATING TASKS ARE ESSENTIAL STRATEGIES TO PREVENT BURNOUT AND MAINTAIN A HEALTHY BALANCE BETWEEN WORK AND PERSONAL LIFE.

#### CONCLUSION:

BEING “TEN TOES IN” IN BUSINESS ISN’T JUST ABOUT PUTTING IN THE HOURS; IT’S ABOUT A PROFOUND COMMITMENT, UNWAVERING ENGAGEMENT, AND RESILIENCE IN THE FACE OF ADVERSITY. IT’S ABOUT BUILDING A STRONG FOUNDATION, NURTURING YOUR TEAM, AND CONSISTENTLY STRIVING FOR EXCELLENCE. BY CULTIVATING THIS MENTALITY, YOU SIGNIFICANTLY INCREASE YOUR CHANCES OF ACHIEVING LASTING SUCCESS AND BUILDING A THRIVING ENTERPRISE.

#### FREQUENTLY ASKED QUESTIONS (FAQS):

Q: WHAT HAPPENS IF I’M NOT “TEN TOES IN”? A: LACK OF FULL COMMITMENT CAN LEAD TO MISSED OPPORTUNITIES, SLOWER PROGRESS, AND A GREATER SUSCEPTIBILITY TO FAILURE.

Q: HOW DO I KNOW IF I’M TRULY “TEN TOES IN”? A: HONEST SELF-ASSESSMENT IS KEY. ARE YOU ACTIVELY INVOLVED IN ALL ASPECTS OF THE BUSINESS? DO YOU READILY TACKLE CHALLENGES? ARE YOU CONSISTENTLY SEEKING IMPROVEMENT?

Q: WHAT IF I EXPERIENCE BURNOUT? A: RECOGNIZE THE SIGNS EARLY. PRIORITIZE SELF-CARE, DELEGATE TASKS, AND SEEK SUPPORT FROM MENTORS OR COLLEAGUES.

#### RELATED KEYWORDS:

BUSINESS COMMITMENT, DEDICATION, ENTREPRENEUR MINDSET, BUSINESS SUCCESS, OVERCOMING CHALLENGES, RESILIENCE, PERSEVERANCE, BUSINESS STRATEGY, TEAMWORK, COLLABORATION, BURNOUT PREVENTION, WORK-LIFE BALANCE, ACHIEVING GOALS, LONG-TERM SUCCESS, FULL ENGAGEMENT, PROACTIVE APPROACH, STRATEGIC PLANNING, INNOVATION, ADAPTABILITY.

📖 **Ten toes in when we standing on business:** *Ten Toes Down* Rackhouse Publishing Inc, Eugene "Trey" Ford, Travis "TravELight" Thomas, Shaqkena Thomson, Jazzmann LeSane, Sabrina "Charli" Smith, Alexis Gaines, 2021-06 The saying Ten Toes Down is often used to describe a willingness to stand strong and do the tough work for greatness in any area. In the first book of the Ten Toes Down

series, seven new authors come together to share impactful stories on humility, grit and integrity. Each contributing author provides knowledge nuggets using personal stories of the growing pains on the path to mindset mastery and triumph.

**ten toes in when we standing on business: Jon Courson's Application Commentary** Jon Courson, 2007-01-14 A devotional commentary that helps you gain fresh insights into the Bible and understand how you can apply God's Word to your life. Few Bible commentators simultaneously articulate both insightful spiritual truths and memorable life applications for readers who want to be relevant witnesses for Jesus Christ. Gifted Bible preacher and inspiring teacher Jon Courson effortlessly combines these elements in this easy-to-read, verse-based devotional commentary on the Old Testament books of Psalms through Malachi. Pastor Jon's years of immersion in God's Word, as he regularly preached from the Bible, produced faithful, valuable teaching that takes a balanced approach between a scholarly work and an encouragement for living the Christian life. His application commentaries combine the following elements in a unique blend of pertinent information and needed inspiration: Deep love for God's word Colorful cultural insights Insightful historical information Applicable topical studies Vivid illustrations and stories Humorous, practical, and inspiring life lessons Jon Courson's devotional commentaries offer thorough and comprehensive teaching along with practical, in-depth topical studies in a very readable and comfortable expositional style.

**ten toes in when we standing on business: Ten Little Fingers and Ten Little Toes** Mem Fox, 2008 As everyone knows, nothing is sweeter than tiny baby fingers and chubby baby toes. . . . And here, from two of the most gifted picture-book creators of our time, is a celebration of baby fingers, baby toes, and the joy they--and the babies they belong to--bring to everyone, everywhere, all over the world This is a gorgeously simple picture book for very young children, and once you finish the rhythmic, rhyming text, all you'll want to do is go back to the beginning . . . and read it again The luminous watercolor illustrations of these roly-poly little ones from a variety of backgrounds are adorable, quirky, and true to life, right down to the wrinkles, dimples, and pudges in their completely squishable arms, legs, and tummies.

**ten toes in when we standing on business: Works** Jeremy Bentham, 1843

**ten toes in when we standing on business: The Works** Jeremy Bentham, 1843

**ten toes in when we standing on business: *The Works of Jeremy Bentham, Now First Collected*** Jeremy Bentham, 1842

**ten toes in when we standing on business: Sopolyrimu Volume 1** Marcus M. Cornelius, 2009-02 The sopolyrimu (songs, poems and lyrics for music) are inspired by the fragility of the human predicament, the struggle to maintain a meaningful integrity and lightness of spirit, the exquisite fineness of being alive, and the visions of the world (inner and outer) one is obliged to look at or be affected by. Equally, the sopolyrimu arise from the search for love, the experience of love and the loss of love. They are written to celebrate the joys and ugliness of the never ending stream of life in which we move, sometimes at a total loss, sometimes close to bliss, but always feeling something, if we allow ourselves to feel and ask questions of our feelings, and feel grateful. In this sense they are all love's songs, to love with love from love. One of the sopolyrimu in this Volume is called Begun is done. Given the pattern of life, repetition is inevitable. There's always another chance, until all the cards have been played. Each time, the intention, the content of the intention builds or diminishes momentum, and content accumulates through repetition, for better and worse, adding a dash or a dose of sugar or salt, acid or salve. It all adds up. Begun is done. Consciousness is everything, in the end, at the start. One says, I did not realise. One does not want to say, I did not realise my self. In that spirit, begun is done. May you be blessed by the self you realise. The most frequent comment about these sopolyrimu is that they are curiously healing, powerful, potent and pertinent, and demand and reward full attention.

**ten toes in when we standing on business: Sopolyrimu** Marcus M. Cornelius, 2009-02-19 The sopolyrimu (songs, poems and lyrics for music) are inspired by the fragility of the human predicament, the struggle to maintain a meaningful integrity and lightness of spirit, the exquisite

fineness of being alive, and the visions of the world (inner and outer) one is obliged to look at or be affected by. Equally, the sopolyrimu arise from the search for love, the experience of love and the loss of love. They are written to celebrate the joys and ugliness of the never ending stream of life in which we move, sometimes at a total loss, sometimes close to bliss, but always feeling something, if we allow ourselves to feel and ask questions of our feelings, and feel grateful. In this sense they are all love's songs, to love with love from love. One of the sopolyrimu in this Volume is called Begun is done. Given the pattern of life, repetition is inevitable. There's always another chance, until all the cards have been played. Each time, the intention, the content of the intention builds or diminishes momentum, and content accumulates through repetition, for better and worse, adding a dash or a dose of sugar or salt, acid or salve. It all adds up. Begun is done. Consciousness is everything, in the end, at the start. One says, "I did not realise." One does not want to say, "I did not realise my self." In that spirit, begun is done. May you be blessed by the self you realise. The most frequent comment about these sopolyrimu is that they are curiously healing, powerful, potent and pertinent, and demand and reward full attention.

**ten toes in when we standing on business:** *The Saturday Evening Post* , 1925

**ten toes in when we standing on business: Jennifer, Where Are You?** Katherine Ann Longo, 2011-09-06 In November of 1982, Katherine Ann Longos life changed forever. Her daughter disappeared. It was a mothers worst nightmare. When the authorities failed to solve the case, Kathy didnt take we dont know for an answer. She began her own investigation. In her opinion, she gathered strong supporting evidence that pointed to a viable suspect for the police. But even with what Kathy considered to be proof, the authorities refused to cooperate. The person she deemed responsible for her daughters disappearance went unquestioned. Even after she supplied them with photographic evidence, she couldnt get anyone to listen to her. What she was forced to endure in the course of her own personal investigation is chilling. Kathy was jailed, fired, and threatened. She was faced with sexual blackmail by those in authority, just for trying to get them to do their jobs. Hers was a terrifying descent into a world of deceit, pornography, child trafficking, and suicide. And for her efforts, she received a trip negotiated by the FBI into a state penitentiary. Her family was threatened, her friends were harassed, and a newscaster actually lost his job for airing her story on TV. Police officials didnt appreciate the bad publicity they received and actively tried to discredit Kathy. But throughout this entire nightmarish event, the residents of Tampa, Florida, assisted Kathy in every possible way imaginable. This book is her thank-you to those people who didnt give up on her Jennifer.

**ten toes in when we standing on business: John Muir** John Muir, Terry Gifford, 1996  
Contains portions of Muir's autobiography, letters, his lesser known books, and essays

**ten toes in when we standing on business: Caregiving Across the Lifespan** Ronda C. Talley, Lydia LaGue, 2012-12-22 Most scholars do not consider the long-term nature of caregiving, but rather focus on a specific developmental period (e.g., old age) or a specific disability (e.g., cancer). Yet the most important lessons about caregiving may occur at any age, regardless of disabilities or other limitations. Caregiving is a lifelong process. It begins in a mother's womb, continues throughout the lifespan, and ends after death. Caregiving Across the Lifespan emphasizes caregiving as a process that occurs throughout one's life. It discusses infant care, the developmental needs of children and adolescents, the many caregiving issues in adulthood and mid-life, and finally end-of-life care and bereavement. Key coverage includes: Examining caregiving issues across a developmental perspective. Caregiving from infancy through early childhood through end of life. Mid-life and multigenerational bonds and responsibilities. Caregiver identity in older adults. Family caregiving at the end of life. This must-have volume offers a wealth of insights and ideas for researchers, practitioners, and graduate students across the caregiving fields, including psychology, social work, public health, geriatrics and gerontology, and medicine as well as public and education policy makers.

**ten toes in when we standing on business: Anode** , 1927

**ten toes in when we standing on business: Men's wear.** [semi-monthly] , 1905

**ten toes in when we standing on business: The Advance** , 1906

**ten toes in when we standing on business: Hunter-trader-trapper** , 1906

**ten toes in when we standing on business: Infidelity, its cause and cure** David Nelson, 1854

**ten toes in when we standing on business: The Cause and Cure of Infidelity: including notice of the author's unbelief, and the means of his rescue ... Corrected and revised by E. Storrow** Rev. David NELSON, 1853

**ten toes in when we standing on business: American Poetry and Prose** Norman Foerster, Robert Morss Lovett, 1925

**ten toes in when we standing on business: National Mazda Stimulator** General Electric Company. National Lamp Works, 1915

**ten toes in when we standing on business: The Harlequin, conducted by Oxford men** , 1866

**ten toes in when we standing on business: The Tobacco People** Michael K. Frenz, 2016-11-15 Here is the ultimate crime book, and it is all legal. An addiction to cigarettes drives a man over the edge into a new world of health and happiness. A great governing of tobacco over his younger years led to him quitting smoking before death occurred. This quitting comes from a breakdown on Christmas 2013an appropriate date in history for a man destined to quit. He makes the decision to quit as forced by his marriage, the law, a coma that robbed him of three weeks of his life, and a brush with death in a Boston ICU in a major hospital. All these put the author in the right situation to write three books in three years. He is now getting world-class treatment, getting one leg back for a transfer to HealthBridge, and years of care in rehabilitation.

**ten toes in when we standing on business: The Outing Magazine** , 1912

**ten toes in when we standing on business: Still, In One Peace** Ronald William Cadmus, 2014-06-27 Life is about more than surviving just in one piece. Regardless of our circumstances, we can be strong, hopeful and secure, discovering we can live each moment, confront every struggle and handle any adversity and find ourselves living Still, in One Peace.

**ten toes in when we standing on business: The Incredible Travel Tales of John Muir (Illustrated Edition)** John Muir, 2017-07-04 During his numerous travels across the North America John Muir left behind a several travel books and travel reports. In September 1867, Muir undertook a walk of about 1,000 miles from Indiana to Florida, which he recounted in his book A Thousand-Mile Walk to the Gulf. He had no specific route chosen, except to go by the wildest, leafiest, and least trodden way I could find. Upon coming to California Muir immediately left for a visit to Yosemite, a place he had only read about. His hiking journeys through the mountains, valleys, forests and glaciers of Sierra are vividly described in books My First Summer in the Sierra and The Mountains of California. Muir also made four trips to Alaska and he documented these experiences in books Travels in Alaska and The Cruise of the Corwin. Steep Trails is collection of Muir's papers written during his journey over a period of twenty-nine years collected by William Frederic Badè. Table of Contents: A Thousand-Mile Walk to the Gulf My First Summer in the Sierra The Mountains of California Travels in Alaska The Cruise of the Corwin Steep Trails John Muir (1838-1914) was a Scottish-American naturalist, author, environmental philosopher and early advocate of preservation of wilderness in the United States. His letters, essays, and books telling of his adventures in nature, especially in the Sierra Nevada mountains of California, have been read by millions. His activism helped to preserve the Yosemite Valley, Sequoia National Park and other wilderness areas. The Sierra Club, which he founded, is a prominent American conservation organization.

**ten toes in when we standing on business: Boot and Shoe Recorder** , 1898

**ten toes in when we standing on business: The Youth's Companion** Nathaniel Willis, Daniel Sharp Ford, 1880 Includes music.

**ten toes in when we standing on business: Youth's Companion** , 1880

**ten toes in when we standing on business: Our Young Folks** John Townsend Trowbridge, Lucy Larcom, Gail Hamilton, 1868

**ten toes in when we standing on business: The Wide World Magazine , 1906**

**ten toes in when we standing on business: Ravel** Jean Echenoz, 2011-05-10 “A tiny miracle of a biographical novel” inspired by the life of the brilliant French composer (Booklist). Shortlisted for the International IMPAC Dublin Literary Award This beguiling and original evocation of the last ten years in the life of a musical genius opens in 1927 as Maurice Ravel—dandy, eccentric, curmudgeon—crosses the Atlantic aboard the luxury liner the SS France to begin his triumphant grand tour of the United States. With flashes of sly, quirky humor, this novel captures the folly of the era as well as its genius, and the personal and professional life of the sartorially and socially splendid ravel over the course of a decade. From a winner of the prestigious Prix Goncourt, Ravel is a touching literary portrait of a dignified and lonely man going reluctantly into the night. “A beautifully musical little novel.” —The New York Times Book Review “The most distinctive voice of his generation.” —The Washington Post

**ten toes in when we standing on business: Canadian horticulture and home magazine , 1911**

**ten toes in when we standing on business: Essential Works of Charles Spurgeon** Charles Spurgeon, 2009-06-01 Here's strong Bible teaching that's fun to read! This 1,400-page collection of the best of Charles Spurgeon provides a wonderful overview to the man called The Prince of Preachers. The Baptist minister spoke to thousands each week in nineteenth-century London, and his sermons and books still have a fresh, encouraging, and challenging power. Featuring scores of Spurgeon's sermons, plus complete books like All of Grace and John Ploughman's Talks, The Essential Works of Charles Spurgeon has been lightly updated for ease of reading. This beautiful hardback is a must-have for under \$25.

**ten toes in when we standing on business: “The” Works of Jeremy Bentham** Jeremy Bentham, 1843

**ten toes in when we standing on business: Current Opinion** Frank Crane, Edward Jewitt Wheeler, 1916

**ten toes in when we standing on business: The Marathon Don't Stop** Rob Kenner, 2021-03-23 The first in-depth biography of Nipsey Huddle, the hip hop mogul, artist, and activist whose transformative legacy inspired a generation--before he was tragically shot down in the very neighbourhood he was dedicated to building up.

**ten toes in when we standing on business: Our Young Folks , 1868** Popular children's magazine containing music, enigmas, charades, maps, stories and articles by various authors.

**ten toes in when we standing on business: The Western Literary Messenger , 1849**

**ten toes in when we standing on business: Fierce Reads Fall 2012 Chapter Sampler** Gennifer Albin, Elizabeth Fama, Lish McBride, Marie Rutkoski, Ann Aguirre, Caragh M. O'Brien, 2012-08-28 The Macmillan FIERCE READS Fall 2012 Chapter Sampler includes chapter excerpts from Crewel, Monstrous Beauty, Necromancing the Stone, The Shadow Society, Outpost, and Promised — available for free — check out the Fierce Reads website for more information about these much anticipated new YA reads.

**ten toes in when we standing on business: Undiplomatic** Deesha Dyer, 2024-04-23 Without credentials or connections, community college student and advocate Deesha Dyer navigated her imposter syndrome, landing one of the most exclusive positions in the White House. From the most unlikely person to end up as a senior official to President Barack Obama and First Lady Michelle Obama comes a candid, incredible, and inspiring story. Moved by the election of the country's first Black president, Deesha Dyer applied for a White House internship in 2009 as a thirty-one-year-old part-time community college student, taking a leap that carried her into a permanent full-time position, followed by three promotions landing her at the epicenter of politics. In spite of the little voice in her head telling her she didn't deserve to be there, Deesha thrived and rose to the highly coveted role of White House social secretary, giving her a front-row seat to defining moments in history while curating some of the flyest parties 1600 Pennsylvania has ever seen. Yet, with humor and realness, she peels back the curtain, revealing the hard truth about why she spent years trying

to hide behind it. Undiplomatic is a deeply personal narrative about combating self-doubt while being on top of the world. Deesha reflects on how imposter syndrome threatened her self-esteem, proven aptitude, and survival until she realized that it was neither her fault nor her responsibility. In this vivid portrayal from a true “around the way girl” on the personal impact of the Obama presidency, Deesha shares her road map from imposter to impact. In Undiplomatic, she invites you on a journey of self-discovery where she overcame doubt, unearthed true love for herself, and learned that your unique worth is not something to be earned, but something inherently deserved. Uplifting, funny, and sincere, Deesha’s story shows you about authenticity at all costs, and the joy and freedom that awaits on the other side.

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