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For Immediate Release

DARE TO AUTHOR!

Take Charge Of The Narrative Of Your Life

By Lior Arussy

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DARE TO AUTHOR! “is a transformative resource for activating the power of personal narrative. This book will help you examine your internal stories and understand how those stories shape your decisions . . . a must-read for anyone seeking an effective path of self-discovery and profound impact.”
—Joseph Michelli, Ph.D., author of **Stronger Through Adversity, The Starbucks Experience, The Airbnb Way, and Driven to Delight**

BECOME THE AUTHOR OF YOUR LIFE AND CAREER

**DARE TO AUTHOR! by Transformation Expert Lior Arussy
Offers a Blueprint for Turning Your Experiences into
Strength, Resilience, and Elevated Performance**

Why do some people come through challenges stronger and more successful, while others seem trapped in victimhood and failure? Lior Arussy, who has helped launch and support more than 400 organizational transformations worldwide, attests that the critical factor determining failure or success lies in the *story* people craft around their experiences. In his new book, **DARE TO AUTHOR! Take Charge of the Narrative of Your Life** (Greenleaf Book Group Press; October 29, 2024), Arussy provides a reality check and a toolkit for taking charge of your life story, focusing on the power you possess, and using it to build the career and life you want.

“We all live in stories. But stories are not facts—they’re the narratives we create based on our past experiences and the voices in our heads. Many people are unable to face challenges because they failed to author and convert their past experiences into future-ready strength.” says Arussy. He calls this process “intentional authoring.”

Elevate Your Life Through Intentional Authoring

“Authoring is a proactive approach to turning life experiences into celebrated chapters and
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milestones. But beyond simply infusing purpose into the past, authoring is converting those experiences into guiding life lessons, strength and resilience that prepare you to be triumphant in your next challenge,” Arussy explains. This means framing experiences — both positive and negative, planned and unexpected — in ways that elevates *you* from the victim role and into the protagonist. **DARE TO AUTHOR!** gives you the tools you need to focus on the power you possess, enabling you to proactively “write” your life’s chapters.

Identify Your (biased) Lenses

The first step in authoring your elevated life begins with recognizing that you are perceiving your experiences through lenses that cloud the facts. “We lean toward reaffirming our current state rather than venturing into new opportunities,” Arussy writes. This manifests in a variety of damaging ways, including impostor syndrome, confirmation bias, and difficulty accepting compliments. With pointed and thoughtful questions, Arussy guides you to shift your thinking, enabling you to break free of these common biased perspectives . For example, to overcome impostor syndrome, ask yourself such questions as: What skills and experience do I possess that are relevant to my role? What impact do I make on people when I execute this task?.

A Blueprint For Writing Your Life’s Chapters

DARE TO AUTHOR! then lays out the authoring process, providing a blueprint for managing the cynical voices in your head and examining how they shape your stories. Using the universal experience of COVID-19 as an example, Arussy walks you through the process of writing—or rewriting—your COVID-19 “chapter” with questions to help you rethink how you coped with each stage of the pandemic: what are the new habits or strategies you developed? What personal “superpower” was revealed?. “Changing a mindset is not just a matter of deciding to do so. It is all about practicing the decision in a real-life situation,” he says.

Authoring in the Workplace

Finally, Arussy explores how intentional authoring can apply in the workplace and in

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leadership. With the guidelines he provides, you can find purpose at work, no matter your role. He then shows how stories about business successes and failures can be crafted to create exceptional performance.

“If we don’t intentionally author our own stories, we are living within a story crafted *for* us but not *by* us,” attests Arussy. **DARE TO AUTHOR!** is a call for you to create—and therefore own—your life story, giving you all the tools you need to be deliberate, to dream, and to chart a path toward achieving that dream.

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ABOUT THE AUTHOR

LIOR ARUSSY, author of **DARE TO AUTHOR!**, has written seven previous books including **Next is Now, Excellence Every Day, Innovating IT, Customer Experience Strategy, Exceptionalize It, and Passionate and Profitable**. He is an investor, strategy accelerator, speaker, and award-winning consultant. The founder of the Strativity Group, he has helped brands such as Mercedes-Benz, Delta Airlines, Walmart, FedEx, Johnson & Johnson, Honeywell and Mastercard to author the next chapter in their success. His articles have appeared in such publications as the Harvard Business Review, Fast Company, and Chief Executive. Arussy, who was named a 2023 Top Global Guru, received his undergraduate degree from Case Western Reserve University and his MBA from the university’s Weatherhead School of Management. He lives in New Jersey with his wife and children.