



Happy Tuesday,

Last Friday, I celebrated something that took years to complete.

I launched my first book.

And while I was grateful for the support, the excitement, and the celebration, something else stayed with me long after the event ended.

The stories.

Over the past few weeks, I've received messages from people who attended a workshop years ago.

- People who heard me speak once.
- People who have been quietly reading this newsletter.
- People who never told me the impact a conversation, a workshop, a question, or a phrase had on them.

Until now.

- One person shared that a question I asked years ago still guides how they show up today.
- Another shared that a keynote helped them begin thinking differently about their future.
- Others told me they felt seen, challenged, encouraged, or inspired to take action.

Whew.

As I reflected on those messages, I was reminded of something we often forget as leaders:

- You never know who's listening.
- You never know which conversation will stay with someone.
- You never know which question will challenge them.
- You never know which act of encouragement will arrive at exactly the right moment.

And you certainly don't always get to see the impact you're making.

Leadership Insight

Many of us spend too much time measuring our impact by what we can see.

- The promotion.
- The title.
- The award.
- The applause.
- The outcome.

But some of the most meaningful leadership moments are invisible.

- They happen when someone remembers something you said years later.
- They happen when someone finally takes action because of a seed you planted.
- They happen when someone feels seen, valued, or encouraged because of how you showed up.

The ripple effect of leadership is often impossible to measure.

But that doesn't make it any less real.

Action Step

This week, think about someone who positively influenced your life.

Have you ever told them?

If not, consider reaching out.

Let them know.

You might be surprised how much it means.

What You're Teaching Me 💙

One reader recently wrote:

"I can visualize you saying those words, passionately and with authority. No one would mistake this for an AI-produced story. Your words and the meaning behind them are down to earth and easily internalized."

That message made me smile. It also made me laugh because it confirmed that my voice still sounds like me.

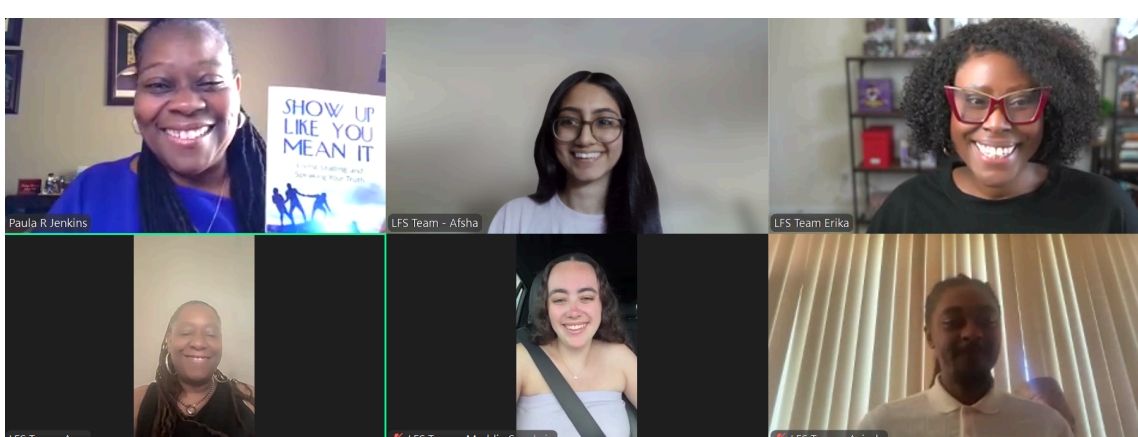
Not because it was about me.

But because it confirmed what I hoped for when writing this book:

- That people would see themselves in the stories.
- That the lessons would feel real.
- That the message would feel accessible.

Thank you for reading, reflecting, and continuing to grow alongside me.

Visual Reminder



"None of us accomplish meaningful things alone."

What I'm Up To

First, thank you.

- Thank you for registering for the launch.
- Thank you for attending the launch.
- Thank you for purchasing the book.
- Thank you for sharing social media posts.
- Thank you for sending encouraging messages, reviews, texts, emails, and notes.

Many of you have already started reading *Show Up Like You Mean It: Living, Leading, and Speaking Your Truth*, and I am incredibly grateful. If you've purchased the book and haven't yet left a review, I'd love your support.

Reviews help the message reach more people.

And if you've already shared the book with someone else, thank you for helping the conversation continue.

One more thing.

Over the past several weeks, many new readers have joined Leadership Unscripted.

Whether you've been reading since the first edition or subscribed because of the book launch, thank you for being here.

Every Tuesday, I sit down and write these messages hoping they will make you pause, think, reflect, or take action.

The fact that this community continues to grow tells me these conversations matter.

If this newsletter has encouraged you, challenged you, or provided value, I'd be grateful if you shared it with someone else who could benefit from it as well.

After all, that's how impact grows—one conversation at a time.

Team Spotlight

One more thing.

I also want to acknowledge the incredible team that helped bring this launch to life.

While my name is on the cover, the launch itself was truly a team effort.

Thank you to my fabulous host and planning coordinator, Dr. Erika. More than one person commented on how phenomenal you were, and I couldn't agree more.

Thank you to my interns, Afsha and Maddie, who kept everything moving behind the scenes while making sure our guests felt welcomed and supported.

Thank you to Ama and Ayinde for the countless hours behind the scenes—technology, website updates, final book details, problem-solving, and support every step of the way.

From the planning and logistics to the website, social media, registration, giveaways, chat moderation, technology, and day-of support, I was surrounded by people who stepped up, solved problems, encouraged me, and helped create an experience that reflected the message of the book.

One of the leadership lessons I was reminded of throughout this process is that none of us accomplish meaningful things alone.

We all need people who believe in us, support us, challenge us, and help us carry the vision.

To my team, my family, my friends, my readers, and this community—thank you for helping me show up like I meant it.

Final Thought

Leadership isn't always about being heard.

Sometimes it's about planting a seed.

- *A question.*
- *An idea.*
- *A conversation.*

And trusting that long after you've forgotten the moment, someone else may still be carrying it with them.

With appreciation,
Paula R Jenkins
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Founder, The Live By Example Speaker
"Everything Begins and Ends with Communication."

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