

Jessica Sato - Extraordinary Women Ignite Speaker, Light The World On Fire With Your Big Idea on TEDx Stages

Show Notes

In this Episode:

- Jessica shares her journey from college to climbing the corporate ladder and then finally leaving her job to start an entrepreneurial journey where she helps leaders grow to their highest self
- The importance of building an exit strategy and putting specific systems in place before stepping into entrepreneurship
- The magic of TEDx talks and how they help people share big ideas
- How TEDx is locally owned and operated in addition to being rooted in something relevant and timely for a particular location
- The importance of knowing what you truly want to say
- Why you should strip away expectations and find a way to express something you care very deeply about in life
- The beginnings of the big idea
- How the thing you care most about is your big differentiator

Notable Quotes:

"I've really fallen in love with helping women navigate big transitional moments, especially leaving the corporate space and starting their own businesses. -Jessica Sato

"For me, it was a plotted out, planned experience, and I'm really glad I did it that way as opposed to just quitting." -Jessica Sato

"The power of TEDx is the massive audience you can get." -Jessica Sato

"We all have a big idea." -Jessica Sato

"If TEDx is on your bucket list the question I want you to answer for yourself, is what do I really want to say?" -Jessica Sato

"If you have a big idea inside you and it needs to come out, let's find the right place for it."
-Jessica Sato

3 Pearls of Wisdom:

1. Everyone has a big idea.
2. Your voice matters.
3. Figure out the thing that gives you energy and do more of it.

Resources:

Jessica Sato – Jessica Sato is the CEO of Jessica Sato Consulting, a business strategy and coaching firm that helps female business owners simplify, streamline, and be more strategic, so they have more freedom, flexibility, and fulfillment on their terms. She does this by helping women leverage the unique power of their story, values, and voice to set themselves apart and sell with confidence.

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