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# LISA ANNA PALMER

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Lisa Anna Palmer is the international bestselling author of *Light A Fire In Their Hearts: The Truth About Leadership*, and the Founder and CEO of Light Your Leadership Inc. (LYLI) and creator of the LYLTalks podcast. She speaks, coaches, and trains high performing subject matter experts, managers, and executives to shift their mindset. She helps them become the type of leader people love to work with, so that they can learn to love their life as a leader. Lisa helps managers and executives to see leadership from a different perspective so that they can foster more inclusive and engaging workplaces, attract and retain talent, and create thriving organizations.

Lisa uses practical examples and storytelling to help leaders to connect with employees and colleagues at the human level as part of the Light Your Leadership Program. She helps leaders to light a fire in the hearts of their employees by practicing:

- The 3 C's of Connection: compassion, courage, and competence.
- The 8 P's of Ignition: profundity, passion, purpose, perseverance, professionalism, play, philanthropy, and prosperity.

Lisa has over 25 years of experience as a trusted advisor for managers and executives at all levels. She has coached and facilitated workshops for thousands of people during her career in Human Resources & Organizational Development, with a special focus on leadership. She speaks at events about what sets great leaders apart, and how organizations can support managers and executives on their leadership journey.

She has shared the stage with globally renowned speakers and has presented to high ranking dignitaries. She was selected as one of the Top 100 Canadian Professionals for 2020.

## CONNECT WITH LISA ANNA PALMER



[www.LightYourLeadership.com](http://www.LightYourLeadership.com)



[www.facebook.com/LightYourLeadership](http://www.facebook.com/LightYourLeadership)



[www.linkedin.com/in/lisaannapalmer](http://www.linkedin.com/in/lisaannapalmer)



*“Together,  
we can make the world  
a better workplace.”*

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## BOOKS

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Light a Fire in Their Hearts is a labor of love for people working around the globe. It seeks to spread the message that the state of leadership is a matter of public health: making the world a better workplace is essential for the advancement and continuation and evolution of our species, and for all living beings. Ultimately, the message to the new and future generations of leaders is that if you decide to take on a leadership role, you have a responsibility to do your part to inspire and engage employees, and to create healthier and more inclusive workplaces. As a collective, you hold the power to make the world a better workplace, which will ultimately contribute to a healthier planet for us all.

In Light a Fire in Their Hearts, Lisa Anna Palmer guides readers through the modern leadership journey. She shares powerful perspectives, techniques, and stories drawn from her own experiences and from over 30 other great leaders — a team of virtual mentors who impart their wisdom about how you can:

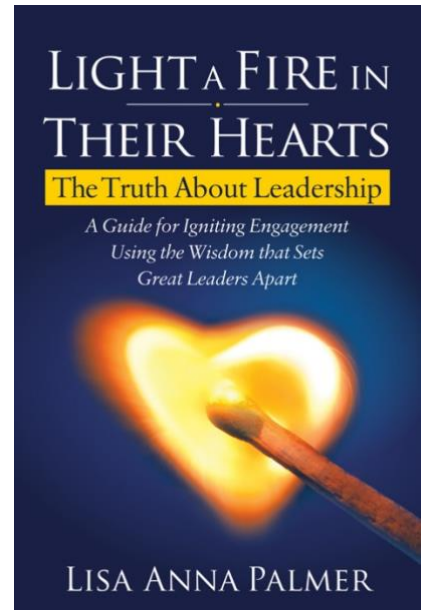
- Understand the impact of leaders on people, the planet, and the bottom line.
- Reflect on your leadership journey and envision how you want to show up as a leader.
- Overcome challenges they don't typically teach you about in business school.
- Transform from a high-performing individual into a great people leader.
- Use the "Light Your Leadership" approach to tap into the top competitive advantage in twenty-first century business.

Using a fun-to-read, conversational style, this enlightening book provides modern leaders (and leaders-to-be) with a guide for lighting a fire in the hearts of your employees, and helping you and your company succeed.

The book can be purchased at:

<https://lisaannapalmer.com/light-a-fire-in-their-hearts/>

- Barnes & Noble
- Chapters Indigo
- Amazon
- Bookshop.org
- BAM!
- Powell's
- Indie Bound
- Porchlight



AUTHOR: Lisa Anna Palmer  
PUBLISHED: August 11, 2020  
PAGE COUNT: 322  
ISBN: 9781642798272  
PAPERBACK: \$19.95 US  
(approx. \$25.95 CAN)



Morgan James Publishing

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## ENDORSEMENTS

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### **So much more than just another leadership book**

“So much more than just another leadership book, *Light a Fire in Their Hearts* clearly articulates that what sets great people leaders apart is their ability to connect at the human level with employees and colleagues, through compassion, courage and competence. In my experience as Founder of a major and renowned North American employee assistance program, I can attest that this is essential to support the well-being and mental health of employees.”

— *Dr. Warren Shepell, Founder and Past President at Warren Shepell—The EAP Professionals*

### **The world needs more of this right now**

“What a wonderful leadership book with a premise I love: To ignite employees’ passions and inspire them to be and do their best at work, you need to light a fire in their hearts. The world needs more of this right now.”

— *Marci Shimoff, International Speaker, Co-founder, Your Year of Miracles, #1 New York Times bestselling author, Happy for No Reason, Love for No Reason, Chicken Soup for the Woman’s Soul*

### **The perfect blend of information and inspiration**

“As a former primetime Los Angeles talk radio host, and now as the proud owner of a successful training and consulting firm, I have come across dozens of experts in the field of employee engagement. Of them, by far the most, well...engaging is Lisa Anna Palmer. She is the perfect blend of information and inspiration. It’s not just what she knows, it’s who she is, and her passion and expertise come across in *Light A Fire in Their Hearts*.”

— *Joel Roberts, Former prime time talk show host KABC Radio, Los Angeles, Owner, Joel D. Roberts and Associates*

### **Captures what sets great leaders apart in the twenty-first century**

“Lisa Anna Palmer captures what sets great leaders apart in the twenty-first century: their ability to show their employees that they genuinely love and care about them, and that their work matters and makes a positive difference in the lives of others. It is connecting at the human level that lights a fire in the hearts of employees, and love that drives success in business, and offers the strongest competitive advantage.”

— *Steve Farber, CEO & Founder, Extreme Leadership Institute, bestselling author, The Radical Leap and renowned leadership expert*

**Practical and enlightening**

"If you are already a leader or are aspiring to become one, read *Light a Fire in Their Hearts: The Truth About Leadership*. Lisa Anna Palmer's book is filled with practical and enlightening ways to deeply connect with your employees so that they are inspired to be and do their very best to support you and help your organization succeed."

— *Janet Bray Attwood, co-author of the New York Times bestsellers, The Passion Test and Your Hidden Riches*

**The guidance you need to become a great leader**

"In *Light a Fire in Their Hearts*, Lisa Anna Palmer provides a clear roadmap to great leadership, grounded in the knowledge that respect and motivated employees have to be earned. They cannot be purchased. If you are a corporate manager or aspire to become one, this book will provide you with the guidance you need to become a great leader."

— *Chris Attwood, co-author of the New York Times bestsellers, The Passion Test and Your Hidden Riches*

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## REVIEWS

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### **Great Book for Both New and Experienced Leaders!**

"This book is fantastic and should be mandatory reading for all new leaders. Through stories and thought-provoking anecdotes, the author shines a light on the way people should approach leadership. The best way to be successful is to inspire and motivate your team, and this book provides some very practical ways in which to help do that."

- *Andrea*

### **A Must Read**

"This is an incredibly informative and relevant book. Light a Fire in their Hearts: The Truth About Leadership is filled with informative nuggets and practical tips that all leaders will benefit from. Whether you are an aspiring leader or wanting to adapt your leadership style to get the most out of your team, this book is a definite must read."

- *Maureen*

### **Excellent book.**

"I was drawn to the title of this book as it is in line with my beliefs of how people should be led. As soon as I started reading it, I could not put it down and I soon realized it is one of the best leadership books I have ever read. It is full of great tips and testimonials from experienced leaders on the most effective ways to lead employees in order to achieve positive results. I highly recommend this book especially for new leaders and in scholastic institutions. I wish I had a book like this when I first became a manager."

- *Emily*

### **The New Leaders Of The World**

"This book brought me insight, inspiration and hope for a better workplace and future. The world is ready for new age leadership. Thank you Lisa Anna for imagining a world lead through love, passion and commitment to making positive change. I highly recommend this book to anyone looking to lead with a deeper purpose and connection and need a roadmap to get there."

- *Igibeau*

### **Solid Content!**

"As a General Manager of a larger restaurant, I have had so many uses for the information in this book. It has really helped up my leadership game and has acted as a guide when I have entered into challenging situations. It isn't easy taking over a pre-existing team, this was a light in the dark! HIGHLY recommend it."

- *KArnold*

**Love this book!**

"As said in the forward of the book, "this book gets to the heart of leadership", and I strongly agree! I've had the opportunity of reading several personal growth types of books. Contrary to some of those books out there, which are heavy on statistics, I found Lisa's book pleasant and enriching – a real joy to read. It is filled with her own personal experiences and expertise, as well as interviews with various leaders from diverse backgrounds and career paths. It was very relatable and inspiring for me. The title of the book is Light a Fire in Their Hearts and I feel it did exactly that. I started this book wanting more out life and my career. This book has sparked something in me; I have discovered what kind of leader I want be and how to be a passionate about what I do. This book provides so many great tools and helps make the distinction between management and leadership, as well as what worked in the past vs. what we need to do now to make this world a better workplace. I encourage all to purchase this book and hope that you will feel as inspired by the leadership guidance in these pages.

– *MarieL*

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## SAMPLE INTERVIEW TOPICS

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- The Author's journey
- What it means to Light A Fire In Their Hearts
- The impact of leadership on individuals, organizations, and the community
- Stepping into leadership
- The challenges that leaders face that they don't teach you about in school
  - Servant leadership
  - Shifting mindset from individual contributor to leader
  - Establishing meaningful relationships
  - Building trust
  - Leaping out of comfort zone
  - 'Walking the talk' on inclusion
  - The challenges of leading high performers
  - Dealing with resistance
  - Busting gossip
  - Setting healthy boundaries and self-caring
- The top qualities of great people leaders
- How the Light Your Leadership Approach can help leaders during these challenging COVID times
  - The 3 C's of Connection: compassion, courage, competence
  - The 8 P's of Ignition: profundity, passion, purpose, perseverance, professionalism, play, philanthropy, prosperity

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## SAMPLE QUESTIONS

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- **Book Content**

- What is the book about?
- Who is the book for?
- What are the themes of the book?
- What are the top 3 messages in your book?
- From your perspective, what is at the root of poor leadership/toxic and unhealthy organizations?
- Do you agree with research that there is a difference between leadership emergence vs. leadership effectiveness?
- What is the impact of bad leadership?
- What are some of the key challenges encountered by front-line and middle managers?
- How can we turn this around? (i.e. what is the solution to the leadership gap)
- What key advice do you have for leaders?

- **Author's Journey**

- What is your vision for your company?
- How did you come to write *Light a Fire in Their Hearts: The Truth About Leadership*?
- How did you come up with the title?
- What were some challenges you encountered along the way?
- What were your favourite moments along your journey?
- What helped you to persevere?
- What is some advice you would like to share based on your lessons learned?



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## PUBLIC

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### Sample Speaking Engagements

- Book Launch Interview, Morgan James Publishing
- How Do You Want to Show Up as a Leader, Canadian National Convention 2020, Junior Chamber International (JCI)
- Steve Randall, U.K., IMPROVE Podcast
- Beyond the Glass Ceiling, TV Interview, Canada in Perspective ([view](#))
- Light A Fire in Their Hearts - Send Me Your Team Leaders, Your Managers, and Your Directors ([view](#))
- Lisa Anna Palmer Helps CEOs to Grow Their Company's Leaders ([view](#))
- How Do You Become A Leader That People Love? ([view](#))
- Helping High Performers Transform in Great People Leaders ([view](#))
- Light A Fire in Their Hearts! A New Brand of Leadership with Lisa Anna Palmer ([view](#))
- Inspiration in Action - Lisa Cattelan Palmer ([view](#))
- Keynote at Canadian Pakistani Affiliate Chamber of Trade, 2019 AGM, including presenting to City Councilor and High Commissioner
- Heart-Centered Leadership Saves Lives, 2020 Extreme Leadership Conference, San Diego
- Redefining The Alpha: A New Era in Women's Leadership, Distinctive Women in Canada Conference, GTA
- Awaken Your Wisdom Event in GTA, shared stage with James Mcniel, Aaron James, Rachel O'Rourke
- Keynote at Empowering Women Initiative: Connection through compassion, courage and competence as Leaders during COVID-19 Crisis, Online Event
- Keynote Eastern Ontario's Women in Business Association, June Event
- Women Leaders, Joint Collaboration with Sodexo and Deloitte in GTA, Postponed due to Coronavirus
- Keynote Speaker at the Junior Chamber International, September 2020 National Convention in Montreal
- Press Release: <https://www.24-7pressrelease.com/press-release/474683/ignite-the-masses-lead-with-compassion>

You can connect with Lisa to find out more and book your speaking opportunity at:

<https://lisaannapalmer.com/speaking-events/>