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Diana Lorenti Launches *Built for Bigger Rooms*, A Leadership Guide Challenging How Ambitious Women Show Up in Visibility, Confidence, and Growth

South Florida, FL — March 2026 — For years, Diana Lorenti found herself in rooms she had worked hard to earn—yet still feeling the quiet, unspoken pressure to adjust, soften, or shrink.

It wasn't a lack of talent.

It wasn't a lack of ambition.

It was something far more subtle—and far more common.

That realization became the foundation for her debut book, *Built for Bigger Rooms: The ICON Guide for Ambitious Women Who Are Done Shrinking*.

Lorenti, a brand and growth strategist, speaker, and author, has spent over two decades helping organizations and leaders grow by understanding people at a deeper level—how they think, feel, and make decisions.

Through her work, *she identified a pattern she could no longer ignore:*

Highly capable, accomplished women, still navigating invisible expectations around how visible they should be, how confident they should sound, and how much space they are allowed to take—even in rooms they've already earned.

“This book is for the woman who is done shrinking—who knows she's meant for more, but needs the clarity, confidence, and strategy to finally step into it.”

At the center of the book is the ICON Framework, a four-part methodology designed to help women move from awareness to intentional action:

- Identity — understand who you are and the value you bring
- Clarity — define what you want and where you are going
- Ownership — take full ownership of your voice and decisions
- Navigation — move strategically through opportunities, influence, and leadership spaces

Because visibility without clarity creates noise—and ambition without strategy leads to burnout, *Built for Bigger Rooms* offers a practical, structured approach to growth grounded in both self-awareness and execution.



At a time when conversations around leadership, visibility, and representation are evolving, Lorenti's work speaks directly to a generation of women ready to stop shrinking and start leading with intention.

Lorenti's perspective is shaped by more than two decades of experience in marketing and business growth. She is known for helping organizations and leaders grow through a strategic approach grounded in emotional intelligence and cultural intelligence—a lens that allows her to connect deeply with people while driving real results.

“I didn’t become an author just to publish a book. I became an author to take up space in an industry where Latina voices are still underrepresented, and to create language, strategy, and visibility for women who have spent too long shrinking.”

While the book marks a significant milestone, it also reflects a broader vision.

Lorenti is expanding this work into speaking engagements, leadership conversations, and advisory experiences, helping organizations and ambitious professionals grow with greater clarity, confidence, and strategic visibility.

This is more than a book launch—it is the beginning of a broader movement redefining how women show up in leadership, visibility, and power.

Built for Bigger Rooms is now available on Amazon.

About Diana Lorenti

Diana Lorenti is a brand and growth strategist, speaker, and author with over 20 years of experience helping organizations and leaders grow. Her work sits at the intersection of strategy, emotional intelligence, and cultural intelligence, enabling stronger leadership, deeper connection, and meaningful business growth.

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