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Diana Lorenti Launches *Built for Bigger Rooms*, a Leadership Guide for Ambitious Women Ready to Stop Shrinking

South Florida, FL — March 2026 — Diana Lorenti has launched her debut book, *Built for Bigger Rooms: The ICON Guide for Ambitious Women Who Are Done Shrinking*, a practical leadership and visibility guide for women ready to step into their next level with greater clarity, confidence, and intention.

For years, Lorenti found herself in rooms she had worked hard to earn—yet still feeling the quiet, unspoken pressure to adjust, soften, or shrink. That experience became the foundation for *Built for Bigger Rooms*, a book created for women who are ready to stop playing small and start leading more fully.

“Too many women are fully qualified to be in the room, yet still feel pressure to soften, second-guess themselves, or shrink. This book was written to give them the clarity, confidence, and strategy to finally step into the space they’ve already earned,” said Lorenti.

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

Designed to be both reflective and practical, *Built for Bigger Rooms* offers a structured approach to growth grounded in self-awareness, visibility, and action.

Lorenti brings more than 20 years of experience in brand strategy, growth, and audience understanding. Throughout her career, she has helped organizations build stronger connection and more relevant growth strategies by understanding people more deeply—how they think, behave, and make decisions. That same belief in deeper understanding and intentional growth shapes the perspective behind her book.

“I didn’t become an author just to publish a book,” Lorenti said. “I became an author to create language, strategy, and visibility for women who have spent too long shrinking.”

While *Built for Bigger Rooms* is written for ambitious women, it also reflects the broader leadership philosophy behind Lorenti’s work as a strategist, speaker, and advisor.



Built for Bigger Rooms is now available on Amazon.

About Diana Lorenti

Diana Lorenti is a purpose-driven inclusive growth strategist, speaker, and author with more than 20 years of experience helping organizations and leaders grow. Her work sits at the intersection of strategy, audience understanding, emotional intelligence, and inclusive growth—helping brands build stronger connection, clearer positioning, and more meaningful results.

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