



STAY IN THE ARENA

| L3 ONE DAY TALK

L3Leadership.org/316

ABOUT LAURA:

Laura Smith is the Head of Manufacturing at Ivalua and Co-Founder of L3 Leadership. She is an experienced solution-based sales professional with over 10 years of experience in selling, defining, and implementing procurement solutions and strategies across global enterprises. She holds a degree from Carnegie Mellon University. Laura is married to her high school sweetheart, Doug Smith – Co-Founder and CEO of L3 Leadership.

4 KEY TAKEAWAYS:

1. Laura talks about how overcoming difficulty leads to growth.
2. She discusses grit.
3. She encourages leaders to exercise their ability to change the situation rather than run from it.
4. Laura talks about how long-term goals can further your leadership.

“Leadership is pain, and the amount of pain you are able to endure sets the limit of your effectiveness.”

– Laura Smith

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