



WIL Highlights for May 24, 2019

“Where Passion Meets Purpose: How to Live a Life on Fire Without Burning Out” featuring Dana Spinola, Founder & Chief Visionary Officer of Fab’rik

Summary: WOW is the only word that comes to mind following Dana Spinola’s presentation at WIL. With high energy, self-deprecating humor and true honesty about her personal and professional journey to date, she brought the audience to their feet with a standing ovation at the end. Along the way she talked about her dream to fulfill a bigger purpose and flourish both

personally and professionally – the big dream that led her to start fab’rik, her fashion boutique, in 2002. Since that time, while growing her family - a devoted husband, three sons and one adopted daughter from Ethiopia - Dana also managed to energize other like-minded franchise owners to help her grow the fab’rik brand to 40+ stores in 12 states across the U.S. In addition, she’s hired and motivated countless associates and shown them what it means to do well by doing good. Doing good for Dana has led to two non-profit initiatives, Free Fab’rik’ – which provides free shopping sprees for victims of sex trafficking, and Asher, fab’rik’s in-house clothing line (named after her daughter) that supports orphans in Kenya through sale. There is no doubt that Dana has built a brand that truly delivers HIGH STYLE with HEART. And, because of her dedication to growing the brand and inspiring a culture of purpose, Forbes named her “one of the five great American entrepreneurs you haven’t heard of yet but should know.” Well, she’s also the author of a new book entitled *Love What You Do: Ignite Your Passion, Find Your Purpose, Live Life with Meaning*. **(THANKS Dana for signing our books and sharing your amazing story!)**

Guess what Forbes: We already KNOW who Dana Spinola is: an entrepreneur, motivational speaker, inspirational leader, and woman EXTRAORDINAIRE!!

Background – Personal & Professional:

Dana tells her own story of growing up in Roswell, GA with a loving mom and dad and the oldest of three siblings. By her own admission, they were not a rich family by any means, even lived a bit like hippies, but she said she had all the love, support and encouragement she needed. Even as a young child, Dana had always wanted to be “the best.” And as a very smart young woman in her teens she got a scholarship to UGA. From there she landed a big job with a major consulting firm, lived in San Francisco and travelled everywhere. But, a turning point came when she decided to leave that all behind and GO for her big dream. One thing she knew she was passionate about was clothes and fashion. Her mother actually made all her clothes when she was growing up so perhaps that was the impetus for her passion. Whatever the case, she attacked her dream with gusto and has never looked back.

But like other corporate leaders, being driven to succeed and being “the boss” can lead to behaviors that are not respected by employees. Around 2016 Dana started getting feedback that things were not going too well from the perspective of those who worked for her, and ultimately, she decided to take a sabbatical – to learn to let go and to make some changes. During that time she truly did a deep dive into herself, and from that, came a book and a renewal of and recommitment to her passion and purpose. And what a difference Dana is making!! **Her Core Values: DREAM big -- HUSTLE hard --Stay INSPIRED—WOW Everyone – Lead with HEART**



[Click here for quick message from Dana...](#)

[Dana's One Big Idea from her WIL Presentation](#)

To understand the impact that Dana has made and continues to make on others, just read the comments below.

Key Lessons & Take-Aways from Attendees:

- “Focus on what you love and what the world needs.”
- “Find the intersection of passion and purpose.”
- “Learn your employees’ wishes and WOWs.”
- “I have been inspired to WOW someone today.”
- “If you love what you do, you’ll never work another day of your life.”
- “Find what makes your heart beat (your passion) and what breaks your heart (your passion.”
- “How easy and rewarding it is to WOW someone.”
- “Lead with your heart.”
- “Make a difference wherever you can.”
- “I can do anything but I can’t do everything.”
- “There are pitfalls of having it all.”
- “It’s ok to take a step back and reprioritize your life and passion.”
- “Stay charged and fill your life with things that charge you.”
- “Know what refuels members of your team.”
- “Remember to DREAM.”
- “The power of a WOW text.”
- “Learn the love language of your team and what wows them.”