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Forbes & Fortune

Milwaukee's **EXTRAORDINARY** Women

Doing **EXTRAORDINARY** Things

Uncover Your **Passion**

Author, mentor, and visionary leader Dionne Grayson helps clients uncover the untapped potential of their dream careers.

Whether a CEO, child, or someone in between, most people have a mental list of professional aspirations they would love to achieve but abandon out of fear, time, and self-doubt. It's people like this that allow Dionne Grayson to shine a light at the possibilities that open when obstacles are overcome, and dreams pursued.

"I believe that everyone is designed with purpose and the potential to create something meaningful," says Grayson, principal of Milwaukee-based Building Your Dreams. "I challenge and support clients to uncover that purpose and create a path to success."

For some, this support is a brief push in the right direction to develop a lifestyle built on small, actionable steps towards achieving their goals. For others, Grayson serves as a mentor, providing accountability to nurture their career goals. In all cases, it's a matter of taking a client's passions that elicit an emotional reaction and moving them to the forefront of their work. The path forward is not always easy, but one that has the potential to change lives, including one's own.

"You have to make a conscious decision that your dreams are important and worth redesigning aspects of your life to achieve," says Grayson. "You can prioritize yourself and your family while working towards projects that play to what you are most passionate about."

The Power of a Gift

Clouded by the fear and civil injustice that came in the early days of the COVID-19 pandemic, Grayson took time in solitude to plan a move that could provide hope in a time of unrest. During this time, she wanted to reignite a love for reading with some children and adults as well as contribute to normalizing



Black representation with lead characters in children's books. As a result, she began writing an illustrated series showcasing vibrant lead characters of color that each have different gifts that connect to a profession. "Becoming a children's author was not something I planned for," she admits. "I didn't have control over the desire to write; it was just something in me. I trusted my instincts and moved forward."

Like her clients, the move to authorship is one that introduced hurdles of time and fear. It was a project that required her to adjust her daily schedule, seek out writing groups and mentors, and overcome self-doubt, but the purpose she found persuaded her to move forward into the uncertainty of a new venture.

"Developing your gifts is not just about personal success—there are people who are benefactors of our gifts and achievements," she explains. "There are children waiting to see the books I was writing, excited to learn about a new career that they can see themselves in as

well as hopefully develop a love for reading.

"I want people to feel that they can do something with the professional desires they consider in private," she concludes. "We should all experience what pursuing our gifts has to offer."



Dionne Grayson's 10-book *The Children's Gift Series* and other works for both children and adults are available for order at dionnegraysonbooks.com.

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