

Thomasina Tafur Reaches Amazon Best-Seller Status with 'Lead with Empathy' Book Co-Authored with Chris Voss

MOUNTAIN HOME, AR, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- SuccessBooks® proudly celebrates the outstanding achievement of "Lead with Empathy" co-authored by Thomasina Tafur, alongside Chris Voss and distinguished professionals worldwide. Launched on June 4th, 2026, the book has achieved Amazon Best-Seller status, marking a significant milestone in its journey.

Central to the success of "Lead with Empathy" is Thomasina's chapter, "When Understanding Changes Everything: The Courage To See Beyond The Surface." Thomasina shares her experiences of navigating life with faith, strength, and determination while overcoming personal hardships and challenges along the way. Her chapter reflects on the importance of staying grounded, trusting the process, and continuing to move forward even during uncertain or difficult times.



Thomasina Tafur - Best Selling Author

"Lead with Empathy" has achieved outstanding success on Amazon, earning Best Seller status across multiple business and leadership categories, including Communication & Skills, Marketing, Entrepreneurship, Marketing & Sales, and Direct Marketing.

The book also reached the coveted #1 New Release position in Direct Marketing and gained widespread recognition across Amazon's New Release lists, ranking among the top new releases in Entrepreneurship, Marketing, Communication Skills, Business Development &

Entrepreneurship, Marketing & Sales, and Business & Money. These impressive rankings reflect the book's strong resonance with entrepreneurs, business professionals, and leaders seeking to elevate their impact through empathy-driven leadership.

Meet Thomasina Tafur:

Thomasina Tafur is an Options Trader and Financial Coach, whose experience includes serving as an instructor at Princess Noura University (Saudi Arabia), the world's largest all-women university, and 20 years' executive leadership with FedEx.

A servant leader with the heart of a teacher, Tafur empowers emerging women leaders to advance their careers, fosters global communication, and instills effective negotiation tactics. With her background in options trading and financial coaching, Tafur is an advocate for women's wealth management and Wall Street prowess. Her dissertation, "The Case for Female Leadership on Wall Street" explores how women's unique contributions and leadership styles are a compelling case for increasing female representation in executive roles on Wall Street.

At FedEx, Tafur led initiatives ranging in scope from \$10 million to \$20 million. She co-founded and co-led FedEx's first nationwide International Women's Forum to empower women to take on greater leadership and decision-making roles within the organization. Because of its success, the program was duplicated in other cities with 500+ attendees per event. She also won the FedEx 5-Star award for increasing account activation rates by 46% and generating \$18.5 million in incremental business. Additionally, Tafur was one of two leaders chosen to train FedEx teams in negotiation skills, including the Airline Sales group, the only group at FedEx who both sold and bought.

"When you show people you truly see them, not who you think they should be, but who they are and who they're trying to become, they'll move mountains to meet you halfway," Tafur said about her leadership philosophy. "A true leader takes on the role because they genuinely care about the outcome of the groups they lead," she added.

A world traveler and calculated risk-taker, Tafur immerses herself in new cultures, languages, and practices giving her a global perspective in personal and business dealings.

Tafur holds an MBA in International Business from University of Miami and a PhD in Global Leadership from Pepperdine University.

Connect with her at www.linkedin.com/in/thomasinatafur or thomasinatafur@gmail.com.

To order your copy of "Lead with Empathy" please visit [HERE](#).

SuccessBooks®

SuccessBooks®

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/918248957>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.