

Influential Women Profiles: Lisa Soss, Empowering Women To Build Careers And Businesses On Their Own Terms

HUNTERSVILLE, NC, UNITED STATES, August 21, 2026 /EINPresswire.com/ -- From Corporate Career to Women's Coaching, Lisa Soss Helps Women Overcome Fear, Clarify Their Direction, and Create Lives With Greater Freedom

Huntersville, North Carolina — Lisa Soss is a women's coach and entrepreneur dedicated to helping women understand who they are, overcome self-doubt, and confidently pursue the careers and lives they want. Drawing on nearly 13 years of experience across operations, technology, product management, and corporate leadership, Lisa brings a practical and deeply personal perspective to coaching women through periods of transition and change.



Lisa's work is centered on a simple belief: many people already have the answers they need within themselves. What often stands between women and those answers is fear, limiting beliefs, societal expectations, and uncertainty about what comes next. Through coaching, Lisa helps women quiet those outside influences, reconnect with themselves, and identify the direction that feels authentic to them.

Her coaching practice focuses exclusively on women, with a particular emphasis on millennial women navigating significant personal and professional transitions. While career development is an important part of her work, Lisa's coaching extends beyond traditional career advice. She works with women who are questioning what they want from their lives, considering a major change, pursuing a long-held dream, or seeking the confidence and accountability needed to

take their next step.

A major focus of Lisa's work is helping women transition from corporate employment into entrepreneurship. She understands that leaving a traditional career and building a business can be both exciting and intimidating. The challenge is not always knowing how to create a business plan or develop a strategy. Often, the more difficult work involves overcoming the fear of leaving behind security, challenging long-held beliefs, and trusting oneself enough to move forward.

To support women through this transition, Lisa created Her Own Terms, a program designed for women who want to leave corporate careers, build businesses, and create greater freedom in their lives. The program combines mindset work, guidance, accountability, and personal development to help women move from uncertainty toward purposeful action.

Lisa believes entrepreneurship should not be approached solely as a business decision. For many women, it represents an opportunity to reconsider how they want to spend their time, what they value, and what kind of life they want to create. Her coaching helps clients look beyond the question of what they should do professionally and explore the deeper question of who they want to become.

Her approach is particularly relevant for women who have spent years following a traditional career path only to realize that the life they built may no longer align with what they want. Lisa encourages them to recognize that changing direction does not mean they have failed. Instead, it can be an opportunity to make intentional choices based on who they are today.

Lisa's own career journey gives her a personal understanding of transition. She spent years building professional expertise inside Financial Independence Group, progressing through roles in annuity and life insurance operations, business analysis, and product management before ultimately serving as Senior Product Manager. Her experience working across business, technology, and product environments taught her how to understand complex problems, communicate across different groups, and translate ideas into action.

However, her decision to pursue entrepreneurship was influenced by more than professional ambition. It was shaped by the realization that life cannot always be postponed for a later time.

Lisa attributes much of her work ethic to her parents, who taught her the importance of showing up, working hard, and following through. At the same time, watching them continually postpone enjoyment of the lives they had built profoundly affected her. Her mother lost her battle with cancer, while her father lives with dementia. Those experiences reinforced Lisa's belief that there may never be a perfect time to pursue the life a person wants.

That perspective ultimately gave Lisa the courage to pursue entrepreneurial dreams she had previously put aside. Instead of waiting for a future moment when everything would feel perfectly safe or certain, she chose to take a calculated risk and build something aligned with her

values.

Today, that experience informs the way she works with women. Lisa understands that making a major change can require more than information. It can require someone to challenge the stories they have been telling themselves, recognize their own capabilities, and remain accountable when fear makes it tempting to retreat.

At the heart of Lisa's coaching philosophy is the belief that women are more powerful than they often realize. She wants clients to move beyond limiting beliefs and societal expectations that can influence what they believe they are allowed to pursue.

Rather than telling women who they should become, Lisa helps them discover what is already within them. Her role is to provide guidance, leadership, perspective, and accountability while creating space for clients to identify their own answers.

That philosophy also means Lisa's coaching is not limited to one specific professional outcome. A client may want to leave corporate employment and launch a company, while another may be pursuing a completely different dream. Someone might want to become a professional dancer or make another significant life change. The common thread is the desire to move toward a more authentic and fulfilling direction.

Lisa does not focus on relationship or domestic coaching. Her work is centered on professional and life transitions, personal growth, mindset, confidence, and helping women take meaningful action toward goals that matter to them.

For Lisa, accountability is particularly important. Having a goal is one thing; taking consistent action toward it is another. She provides the support women need to move from thinking about change to actually pursuing it.

Her approach is also grounded in empathy. Lisa's own transition from corporate leadership into entrepreneurship allows her to understand the uncertainty that can accompany major career decisions. She recognizes that women can simultaneously feel excited about their possibilities and afraid of what could happen if they pursue them.

She believes that fear does not necessarily mean a person is making the wrong decision. Sometimes, fear simply indicates that something meaningful is at stake.

Lisa also encourages women to become active participants in shaping their professional journeys. She believes women should know what they want, communicate their ambitions, advocate for themselves, and become comfortable taking up space in professional conversations.

Rather than waiting to be discovered or recognized, Lisa encourages women to make their goals

visible and take ownership of creating opportunities. Her message is especially relevant to women who have spent years prioritizing expectations placed upon them and are ready to reconsider what they want for themselves.

Her values of authenticity, trust, curiosity, and autonomy continue to influence her coaching philosophy.

Authenticity allows women to make decisions based on who they genuinely are rather than who they believe they are expected to be. Trust creates the foundation for honest coaching relationships and meaningful accountability. Curiosity encourages women to question assumptions and explore possibilities. Autonomy gives them permission to make decisions and take ownership of the outcomes.

Lisa believes these values are essential when women are navigating significant change. Creating a life on one's own terms requires the willingness to examine what is working, acknowledge what is not, and make deliberate choices about what comes next.

As technology and artificial intelligence continue to transform the workplace, Lisa also sees significant implications for women navigating their careers. Changing roles, evolving skill requirements, and shifting expectations may create uncertainty, but they can also create opportunities for reinvention.

Her background in product, operations, and technology gives her a unique understanding of how quickly professional environments can change. Rather than encouraging women to fear change, Lisa wants them to become more intentional about how they respond to it.

For women considering entrepreneurship, she believes the future should not be dictated solely by external circumstances. Instead, women can use periods of change as opportunities to reassess their strengths, interests, goals, and desired lifestyle.

Outside of her coaching work, Lisa remains committed to causes that align with her values. She partners with Race for Impact to raise funds for women's empowerment initiatives and participates in charity races supporting mental health awareness.

Lisa holds a Bachelor of Arts in Sociology with a minor in Spanish from the University of North Carolina at Greensboro and a Certified Scrum Product Owner (CSPO) designation. Her professional background in operations, business analysis, product management, and technology provides a strong foundation for understanding the challenges women can face while navigating corporate careers and entrepreneurial transitions.

Through her women's coaching practice and Her Own Terms program, Lisa Soss is creating a new chapter focused on helping women move beyond fear, self-doubt, and expectations that no longer serve them. Her goal is not to prescribe a single definition of success, but to help women

identify what success means to them and take the steps necessary to pursue it.

For Lisa, building a life on one's own terms means refusing to continually postpone meaningful goals for a future that is never guaranteed. Through coaching, she hopes to help more women recognize their power, trust their instincts, and take courageous steps toward the lives they genuinely want to live.

Learn More about Lisa Soss:

Through her Influential Women profile: <https://influentialwomen.com/connect/Lisa-Soss> and her website, www.lisasoss.com

Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

Editorial Team
Influential Women
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935973175>

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.