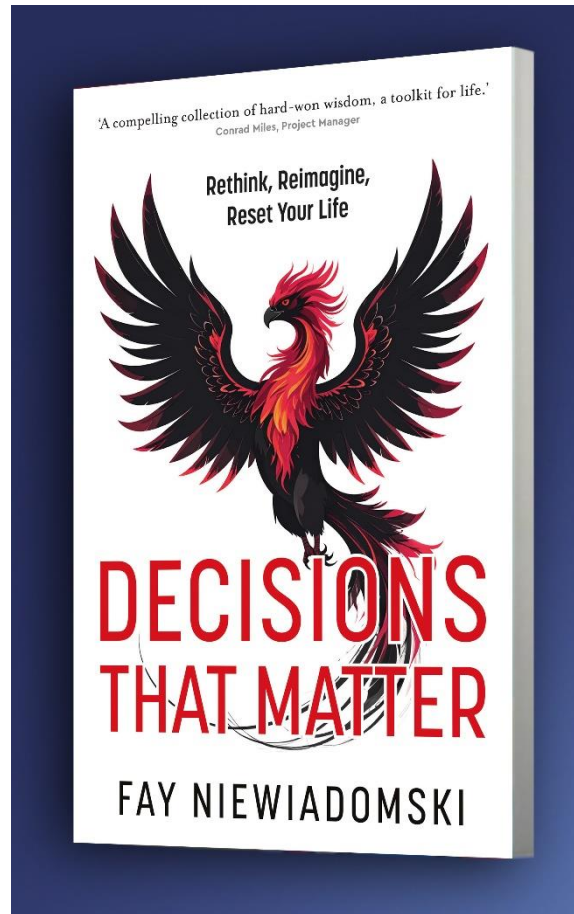


## PRESS RELEASE

# NEW BOOK ENCOURAGES READERS TO RETHINK, REIMAGINE, AND RESET THEIR LIVES



International change management strategist and leadership coach Fay Niewiadomski marks a powerful milestone with the release of her debut book, *Decisions That Matter: Rethink, Reimagine and Reset Your Life*. At seventy-eight, and with five decades of global experience, Fay invites readers to explore the deeper meaning of personal decisions, identity and legacy.

“This book is not a prescription,” says Fay. “It’s a provocation. I want readers to ask the uncomfortable questions – the kind that make you stop and rethink what really matters.”

Renowned for her work with CEOs, board members, heads of state and government ministers, Fay brings both professional insight and personal reflection to the page. A former dean with fifty years in academia and business, she is also founder and CEO of ICTN, a global consultancy delivering bespoke leadership, communication and cultural transformation programmes since 1993.

Over her career, she has established schools, universities and four businesses; published more than five hundred articles on leadership and business culture; and led thousands of workshops across continents. Her flagship programme, *The Four Journeys of a Leader*®, is widely used in both public and private sectors.

“Have you ever asked yourself why the journey of a leader repeats itself?” Fay asks. “It becomes possible to reset our lives when we understand past causes and responses. That insight opens the way to different choices. And those choices and decisions are pivotal when we begin to ask: *What is it all about? What do I really want?*”

A key message in the book is the difference between choices and decisions.

“Finding the right path is something else entirely,” she explains. “Choice is selecting among alternatives – chocolate or vanilla? But deciding whether to have ice cream at all is a decision. It’s a choice of direction. And that changes everything – because real decisions don’t allow for U-turns. By mapping the past and projecting forward, we can make better decisions in the present – decisions with a higher chance of success.”

There are no guarantees, she says – only courage, trust, and the constant of identity.

“We must learn to trust ourselves and act with courage. Our identity, shaped by our values, is the compass. Knowing who we are and what truly matters is life’s most important discovery. Leadership, like life, isn’t about having all the answers. It’s about questioning the path you’re on – and choosing differently when it matters most.”

With a mix of storytelling, reflection and practical insight, *Decisions That Matter: Rethink, Reimagine and Reset Your Life* encourages readers to examine life patterns and challenge unconscious scripts.

“I wish I could speak to my parents as an adult,” Fay shares. “Understanding our histories is key to breaking patterns and making conscious choices. That’s what this book is about – awareness that leads to transformation.”

The book also explores value-based living, lifelong learning, and the idea that each of us has a ‘Unique Vibrational Signature’ – a personal frequency that, once understood, helps us live in alignment with who we truly are.

“It’s not a light read,” she admits. “You may need to reread a few paragraphs. But I promise – it’s worth it. This book unpacks more truth than you might expect – and that’s where transformation begins.”

Whether you're navigating a career change, questioning your legacy or seeking deeper meaning, *Decisions That Matter* offers a reflective companion for designing a more intentional life.

"You are the author of your life," Fay emphasises. "I'm just here to provoke the questions that help you write a better story."

-END-