

5 leaders who made expertise impossible to ignore

Story by Emily Standley Allard

Expertise alone rarely earns attention. In most industries, brilliant ideas are often buried beneath cautious language, technical jargon, and forgettable delivery. The five leaders on this list chose a different path. They built deep credibility within their fields, then recognized that knowledge by itself wasn't enough. To make an impact, they needed people to listen.

What sets them apart isn't simply their accomplishments or credentials. It's their ability to pair hard-earned expertise with a distinctive voice, clear perspective, and the confidence to stand out in environments where blending in is often the safer choice. By turning knowledge into influence, they made their ideas impossible to ignore.

Here are 5 leaders who showed the world that you can either Go Big or Go Home!

5. Michelle Bryant Griffin

Michelle Bryant Griffin came into the world arm and leg first, which she now considers fitting foreshadowing. As the oldest of eight kids who attended 27 schools in twelve years, she learned to read a room and adapt before she had words like resilience or adaptability to describe what she was doing. Twenty-plus years as a military spouse only sharpened that instinct further.

Her flexibility was also the key factor behind the career path of Michelle. What started out as a photography venture became a worldwide magazine that Michelle successfully published for more than ten years. She used this to enter the worlds of publishing, branding, and marketing with the help of her Focus on Fabulous brand.

The Moment That Started It All

During the pandemic, Michelle finally had a minute to look at her own brand and didn't love what she found. Her websites, marketing, and messaging had quietly drifted out of sync while she poured everything into building for everyone else. The fix wasn't starting over. It was seeing clearly what was already there. That realization became Fabulous Business Solutions, built on a simple belief in brand transformation: sometimes the breakthrough isn't something new, it's something overlooked.

Now a creative strategist with more than 30 years across design, branding, and publishing, Michelle looks past the logo or the website to the person behind it. What makes them different? What story hasn't been told yet? She's collected plenty of proof it works, including the American Businesswomen's Association Woman of the Year, an ACHI Magazine Positive Social Influencer Award, and eleven published books.

Staying Small on Purpose

Michelle isn't interested in growth simply for the sake of getting bigger. For her, staying personal means building relationships and knowing the people behind the businesses she works with. She measures success by watching an idea become real in front of someone for the first time. That, more than any award, is the part she still shows up for.

Learn more about Michelle's work at [Fabulous Business Solutions](#) or explore her full world at [Among the Fabulous](#).



Source: <https://www.msn.com/en-us/news/other/5-leaders-who-made-expertise-impossible-to-ignore-> August 2026: