



Ones to Watch Fall 2022: Sarah Latona, SWBR

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Sarah Latona
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What recent project, transaction or accomplishment are you most proud of?

Something that always sticks with me is when a client or team member thanks me for the work I've put in, whether it's the final product or coordination amongst the team. When people recognize the effort that I am putting into a project, my confidence and drive skyrocket.

What 3 skills do you consider the most important to be successful in your industry?

1. Honesty with tact; Being transparent with your team and whoever you may be working for can keep a relationship strong. They can see you as trustworthy
2. Problem-solving; Done individually or as a group. Finding the answer creatively.
3. Adaptability; Realizing you might not have the right answer, someone else does.

What is one lesson that you had to learn the hard way?

Perfection is unattainable. Practice doesn't make perfect. However, experiences change our perception. Changing our perception helps us become better thinkers and problem solvers. We use the goal of perfection to make us stronger individuals. And although it is not obtainable, it should still be strived for.