



Unmasking Perfection: The Power of Being Real, Raw, and Unapologetically Authentic

DeAnna M. Green

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For 15 years, I navigated the demanding corridors of corporate America, where I quickly learned that success often required sacrifice—starting with my voice. Imposter Syndrome took hold, whispering that I was never quite enough, convincing me to shrink, to conform, to play small. I dimmed my light, carefully managing how I showed up in spaces that weren't built for me, walking the tightrope of perception to avoid being labeled “the angry Black woman.” I questioned myself every time my passion was mistaken for aggression, every time my ideas were dismissed, and every time I saw my worth measured by someone else's comfort rather than my capabilities. It wasn't until I removed my mask and stepped into my journey of entrepreneurship 10 years ago, that I truly felt a weight had lifted.

Beyond the external barriers, I also wrestled with the internalized conditioning that told me other women were my competition rather than my allies. Society had created an environment that thrived on division, making success feel like a limited resource we had to fight for instead of something we could build together. But something inside me knew there was another way—a path where I could lead, impact, and thrive without compromise.

Now, as I step boldly into my next chapter—turning 50 and fully embracing the abundant life I was meant to live—I ask myself a new question: “What's the BEST that could happen?” What if I showed up as my full, unapologetic self, without fear, without filters? What if I rejected the limitations placed on me and redefined success on my own terms?

As I raise a young Black woman in a world where the climate is shifting to silence us more, strip us of our rights, and pit us against each other, I know that my voice is no longer just for me—it is for her and for the generations of women coming behind me. I refuse to let her grow up believing she has to make herself smaller to be accepted. Instead, I choose to be a change-maker, modeling what it looks like to stand in truth, to embrace vulnerability as a strength, and to rewrite the narrative for women everywhere.

Through “Let's Be R.A.W. - Real Authentic Women, I am building a global movement—one that fosters transparency, vulnerability, and a safe space where women from all walks of life can reclaim their power,



UJWEL/SEP/2025/DeAnna M. Green



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live abundantly, and step into their authenticity without fear of judgment. This is not just another platform; it is a revolution in how we show up, how we support each other, and how we rise together.

Outside of my work, I am intentional about joy. I love traveling with my family and friends, immersing myself in new cultures, getting lost in a good book, dancing without restraint, and perfecting my swing on the golf course. And my next great adventure? Moving to Ghana, where I will finally allow myself to *just breathe and relax*—not as an escape, but as an act of liberation. Because this time, I am not asking for permission to shine. I am stepping into my full brilliance, and I am bringing every woman willing to do the same along with me.

Because the truth is, we were never meant to dim our light. We were meant to shine—boldly, unapologetically, and together.

Biography

DeAnna Green, a remarkable force of nature, is not just your average CEO and Founder of Nydan Group, LLC., a top leading Real Estate Brokerage Firm in Texas. With her distinct accent and larger-than-life personality, she possesses an unparalleled ability to connect with individuals from all walks of life. Despite her diminutive frame, her energy and presence radiate tenfold, captivating audiences and leaving an everlasting impression. DeAnna's authenticity is truly a thing of beauty. She embraces her rawness and wears it proudly, effortlessly forging genuine connections with those around her. Driven by her relentless pursuit of new challenges, DeAnna has ventured into the world of acting. Drawing from her vast experiences, she seeks to bring relatable characters to life on the big screen. Her deeply rooted passion and authenticity infuse each portrayal, captivating audiences and immersing them in the stories she tells. In addition to her acting career, DeAnna is a dedicated philanthropist and an inspiring speaker. Her journey is also chronicled in her memoir, *Pieces of Me*, which offers an insightful look into her relentless pursuit of challenges and triumphs. Complementing her narrative, she has launched "52 Shades of Wealth," a revolutionary financial literacy product that combines real-life scenarios, gamification, and the power of affirmations and journaling. In 2024, DeAnna and her husband, Claude Green, opened The BiZ Lounge in Houston, Texas. This avant-garde flex space, designed to redefine the workspace experience, will serve as a hub for creativity and collaboration, offering a plethora of amenities tailored to meet the needs of dynamic entrepreneurs and creatives. Together with Claude, DeAnna also co-created the KnockKnoc app, a state-of-the-art business networking platform tailored for entrepreneurs. KnockKnoc exemplifies innovation in digital networking, providing tools for creating and customizing digital business cards, facilitating instant contact sharing via NFC and QRC technologies, and integrating a robust e-commerce infrastructure.



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