

The Inner Edge

The 10 Practices of Personal Leadership



LEADERSHIP. *It isn't just for corner offices anymore.*

Attention: High-Achieving Executives, Business Leaders, & Entrepreneurs

Are overwork, stress, and the constant challenges of leadership starting to wear you down?

Even the most committed leaders can easily burn out. Until now. Now there's a better way.

You *can* achieve what you want to achieve and live the life you want to live.

Companies lose talented executives every day due to overwork, burnout and stress.

1 in 4 companies fail to keep top talent.

Even when they stay, 50-60% of top performers are not doing their best work.

Extraordinary *performance* doesn't come solely from extraordinary *effort*. It depends on the ability of individual leaders to lead themselves. It's called *personal leadership*.

Yet, most leaders have never learned personal leadership, much less practice it effectively.

Success without the stress

High achievers CAN have success without the stress. That benefits their companies, since those that maximize their talent perform 11.7% better than companies that don't.

Imagine the possibilities. When leaders practice personal leadership:

- They increase their productivity by as much as 45%.
- They overachieve their goals by 125 - 400%.
- They become elevated into the top 5% of their organization.

At the same time, they are finding ways to get the balance right between achieving phenomenal results for their company while maintaining the sense of personal and professional well-being they need to sustain their success.

Extraordinary performance requires extraordinary skill.

If so much is to be gained with personal leadership, what gets in the way?

- Leaders are too busy, too stressed, too tired, and have too much to do to be reflective.
- Constant change has them feeling foggy about their priorities and scattered in their actions.
- They fight fires all day until their energy is zapped and they collapse for the evening.

Businesses get better leaders.

- Vision
- Strategy
- Concrete, Measurable Results
- Productivity, Profitability & Performance

Leaders get better results.

- Personal Fulfillment
- Goal Attainment
- Advancement
- Rewards & Recognition

“ This book can help you achieve what really matters.”

- Marshall Goldsmith, Bestselling Author of What Got You Here Won't Get You there



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A Personal Note for Leaders

Case study: A renewed leader and a best place to work

Everything looked fine on the outside. Michelle was running pedal-to-the-metal on the most exciting project of her career, and her company was thrilled with the results.

But Michelle knew it was not sustainable. She felt wave after wave of demands coming at her, and never had a chance to catch her breath. Work was taking every ounce of energy, leaving no room for her personal life. Professionally, she worried that she was working flat out but still wouldn't hit her sales targets. Personally, she was hanging on by a thread.

Michelle felt like she was giving 100%, but not getting the results she wanted. Business demands were crowding out all the other aspects of her life, forcing choices she didn't want to make.

And it wasn't just Michelle who was suffering – her company was also starting to lose. Michelle wasn't enjoying her success, and her company wasn't getting the best results. This wasn't the way it was supposed to be.

Fortunately for Michelle, her organization took steps to develop its talent with personal leadership skills.

She learned to set a personal vision. She realigned her priorities. She became focused and developed an ability to leverage her strengths and talents, while at the same time maximizing her time and easing her stress. As she and the other leaders in the company learned the practices of personal leadership, their company gained, as well. Instead of losing consistent, star performers, they gained engaged, enthusiastic and powerful leaders.

Michelle reconnected to her sense of purpose and fulfillment and became one of the top 3% sales performers in the company. She remained a committed achiever for the company for many years, and as a result of its efforts, her company became a Best Place to Work.

Executive coaching you can hold in your hands

The Inner Edge brings readers the practices and principles of personal leadership they can use to be more effective. To illustrate the practices, Joelle shares the stories and experiences of some of the most accomplished leaders in business today. Using vivid examples, insightful perspectives on leadership, and thought-provoking questions and exercises, *The Inner Edge* shows leaders what they need to be a better leader...and lead a better life.

Leadership isn't just a label. It's a way of life.

Leaders implementing the practices from *The Inner Edge* experience results in productivity, profitability, and performance, while enhancing the quality of life that keeps them at their best.

About the author

Joelle Jay is a principal with LRI, executive coach and keynote speaker who has worked with some of the most successful and most-admired companies to support the development of top talent into positions of leadership.

“An invaluable guidebook.”

- Stephen MR Covey, Bestselling Author, *The Speed of Trust*

