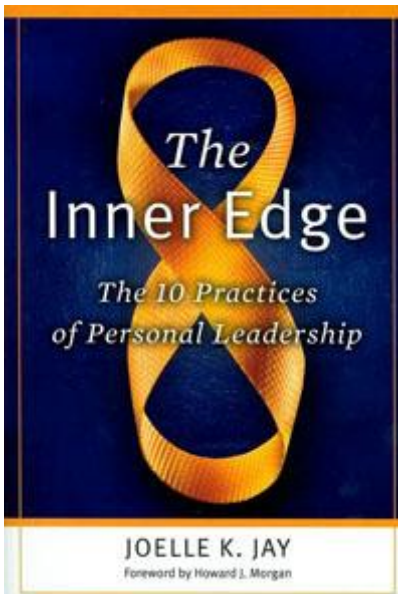


**Renowned Executive Coach Shares Her Strategies for Personal Leadership**

## **THE INNER EDGE**

By Joelle K. Jay

*The 10 Practices of Personal Leadership*



**If you live well, you lead well**, and vice versa. That is the idea behind personal leadership, the sentiment that leadership is not just a label, but a way of life. Management experts like Peter Drucker have called personal leadership “the only leadership that’s going to matter in the 21<sup>st</sup> century.” An executive coach who has worked with prominent companies, such as Microsoft and Google, has stepped in to offer ten practices to help business leaders lead from the inside out.

Having contributed to the field of leadership for 17 years and counting, authoring several books and over 100 articles, Dr. Joelle K. Jay is recognized as an expert in personal leadership. She shares the strategies she developed as an executive coach for presidents, vice presidents, and C-level executives in well-known Fortune 500 Companies in her book **THE INNER EDGE** (\$32.95; Praeger), which has been used as a valuable resource for respected business leaders worldwide.

Her mission, as expressed in her book through her ten essential components of leading and living well, is to foster a deep awareness of what it means to be a leader in challenging times – to help leaders understand specifically what it is they want to achieve, and to help drive them toward their goal with purpose and clarity. She seeks to help leaders leverage their talents to not only achieve top performance and business results, but to also lead healthy and balanced lives.

She asserts: “In the past few years, businesses have been hit hard with a talent crunch, a generational shift, and an economic downturn, and that’s all on top of the usual 21<sup>st</sup> century challenges of globalization, innovation, and technology. How can leaders possibly keep up? They must, and they will. But in order to do so successfully, they must learn to not only lead their organizations but also lead themselves. They must learn to practice personal leadership.”

Dr. Jay’s clients typically include corporate presidents, vice presidents, and C-level executives in Fortune 500 companies. She is proud to have had a role in the accomplishments of leaders in some of the most well-known and respected companies in the world, such as: Microsoft, Google,

MetLife, Facebook, Bristol-Myers Squibb, AIG, AT&T, Morgan Stanley, Bank of America, Merrill Lynch, Wells Fargo, Intuit and more.

**THE INNER EDGE** presents ten practices of personal leadership that are enhanced through provided exercises and explained through both Dr. Jay's own experience and quotes from top leaders based on more than 100 interviews with some of the nation's largest and most acclaimed companies. It is a complete, in-depth guidebook to navigating personal leadership in changing times, which can help leaders of all experience levels.

The ten practices, which are explained in detail and include accompanying strategies and exercises, are:

- **Get clarity.** Find what it is you want, and what strategies that compliment your strengths will most effectively get you there.
- **Find focus.** Define focus areas and isolate practices will help you achieve your goals.
- **Take action.** Create an action plan through a two-part process.
- **Tap into your brilliance.** How to find, and lead with, your personal strengths.
- **Feel fulfillment.** Discover what motivates you and makes you happy, and how to practice letting the feeling of fulfillment be fully realized.
- **Maximize your time.** Customizable techniques to help you achieve more with less.
- **Build your team.** Surround yourself with people who can advise, champion, advance, and elevate you.
- **Keep learning.** Redefine the process of learning, and create a practice of expansion.
- **See possibility.** Making it happen versus letting it happen, listening to your intuition.
- **All... All at once.** Practices to align a work-life balance that allows you to continue to excel.

In **THE INNER EDGE** readers will learn:

- The ten essential components of personal leadership, and techniques on how to employ these components in real-life situations
- Practical methods to prioritize work and life and maintain a healthy work-life balance
- Why you as a leader never have to choose between success or happiness
- What traits of accomplished leading and living are from real-life examples
- Exercises and worksheets from Dr. Jay's own coaching sessions that can help leaders find their goals, and go after them in a way that is most effective and true to their unique identity
- How to clarify your own needs and create a detailed plan of action that caters to your individual strengths
- How to transform yourself as a leader by finding out who you truly are and what you truly want
- How to redefine your professional and personal life through Dr. Jay's tested and praised personal leadership techniques, including how to track your progress

**THE INNER EDGE** not only shares Dr. Jay's ten essential components of personal leadership, but also shows through vivid examples, conversations with accomplished leaders, insightful perspectives on leadership, and thought-provoking questions and exercises that a true leader both lives and leads in a way that both enriches and capitalizes on their own unique identity.

For more on the book, please visit her [website](#).

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## **About the Author:**



Dr. Joelle K. Jay earned her Ph.D., with an emphasis on learning and leadership, from the University of Washington. She also has a master's degree from Boston University, a bachelor's degree from the University of Nevada, and the highest level of certification awarded by the International Coach Federation.

She is a principal with the global leadership development firm, [Leadership Research Institute \(LRI\)](#) and the author of *The Inner Edge: The 10 Practices of Personal Leadership*. As an executive coach, author and speaker, Dr. Jay helps leaders leverage their talents to achieve top performance and business results. As a result, leaders are able to sustain the effectiveness and sense of professional well-being that keep them at their best.

Dr. Jay has devoted her career to helping experienced, emerging, and high-potential leaders expand, enhance and preserve their talent for heightened performance and business results. She has been responsible for shaping the strategy and success of senior leaders; overseen the development of high-potential leaders into positions of senior leadership; and led the implementation of a comprehensive executive coaching model for a large international organization. Dr. Jay understands the demands placed on accomplished, high-achieving leaders and helps them preserve their talent by balancing business results with a sense of personal and professional well-being. In one-on-one coaching, team facilitation, workshops and keynote presentations, Joelle focuses on the processes and practices of successful leadership for emerging, experienced, and high potential leaders. Her [clients](#) include global businesses in investment services, finance, hospitality, healthcare, pharmaceuticals, education, communication and technology.

For more, you can visit her [website](#).

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