



# “Leadership Isn’t Just A Label. *It’s A Way Of Life.*”



**Joelle K. Jay, Ph.D.,**  
Principal at *Leadership Research Institute*, is a **senior level executive coach and keynote speaker.**



**ONE OF AMERICA'S TOP 30 COACHES**, *Leadership Excellence Magazine*

[www.lri.com](http://www.lri.com) and [www.joellekjay.com](http://www.joellekjay.com)

# JOELLE K. JAY, Ph.D.



Joelle K. Jay is an award-winning *executive coach*, a popular *keynote speaker*, and a nationally-recognized *author* on personal leadership. She strategizes with business leaders to enhance their performance and maximize business results.



## ■ Results-Oriented Executive Coach



## ■ Media Contributor



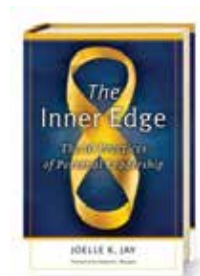
## ■ Engaging Speaker



## ■ Founder of The Leadership Circles Program



## ■ Personal Leadership Expert and Author



## ■ Principal for Leadership Research Institute



# RESULTS-ORIENTED EXECUTIVE COACH

## ■ For LEADERS

**Working one-on-one with a coach** gives leaders the opportunity to be strategic and intentional, so that they work through challenges and take advantage of the opportunities available to them. As a result, they're leading at a higher level.

## ■ For WOMEN IN LEADERSHIP

**Corporate executives and women** in leadership aspire to see more women in the executive positions of their companies. Advancing women in leadership isn't a woman's issue. It's a business issue.

## ■ For ORGANIZATIONS

Executive coaching creates the effective leadership so essential to business by giving leaders the strategic time they need to approach their roles internally. When they do, leaders improve:

- Effectiveness in current roles.
- Readiness for future roles.
- Results.



*“Joelle exemplifies the next generation of coaches who aspire to build leaders that make a difference and create a legacy of leadership. She carefully plans every session to present a focused and valuable program that ensures higher performance and personal reward.”*

*“As a coach, Joelle is highly relevant and valuable. She has my highest recommendation!”*



– Annalisa Jenkins, Senior Vice President  
Global Medical, Bristol Myers Squibb



– Chris Anderson, President, Citibank



# BY THE NUMBERS:

*What Fortune 500 Company Managers  
and Executives Say about Dr. Joelle  
Jay's Impact on Their Companies:*

**top 5%**

*"I ranked among the top 5% of sales leaders in the organization by the eighth month of the program and was the only female in my firm to do so."*

**↑ 45%**

*"I increased production by 45% and achieved recognition at the annual conference for the top 10% of sales leaders in the organization."*

**↑ 30%**

*"My team's production increased by 30% and achieved recognition at the annual conference for the top 5% of sales leaders in the organization."*

**125%**

*"I achieved 125% of my sales plan and received the highest award available in my business unit."*

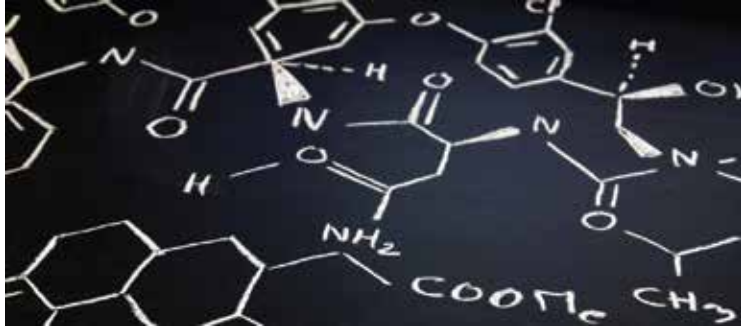


# MEDIA CONTRIBUTOR

**Inc.**

## The Formula for Success, and How to Actually Use it

Here's a solution that can clear the confusion and get you back on the path to success.



**CEO**  
THE CHOICE FOR HIGH-LEVEL EXECUTIVES

## Preserving Top Talent : An Approach to Leadership Development



*Joelle K. Jay, Principal, Leadership Research Institute*

*"All I do is put out fires all day long. There's no time for me to actually focus and do my work. It's all just crisis management, day after day."*

## OTHER NOTABLE PLACEMENTS

**FAST COMPANY**

"Why Most Leadership Development Programs for Women Fail And How To Change That"

**mediabistro**

"Three Ways to Boost Focus & Efficiency"

# ENGAGING SPEAKER



*“Outstanding! I liked the group environment and interaction involved in this presentation. Joelle’s coaching during the guided activities provided just enough ‘push’ to help us stretch into some very novel insights.”*

*– Tae Kei Sun, Chapter President  
American Society for Training & Development*



UNIVERSITY of  
WASHINGTON

Organizations like **Wells Fargo, Intuit, University of Washington, American Heart Association, and Bristol-Myers & Squibb** have been positively impacted by Joelle’s presentations on variety of inspiring and outcome focused topics, including:



## Personal Leadership:

- **The Inner Edge:** The 10 Practices of Personal Leadership
- **Getting an Edge:** Using Personal Leadership to Be a Better Leader... and Lead a Better Life

## Women in Leadership:

- **The New Advantage:** How Women in Leadership Can Create Win-Wins for Their Companies and Themselves
- **Advancing Executive Women:** 5 Steps to a more Profitable, Competitive, and Effective Organization

## Maximizing Time and Talent:

- **Maximize Your Time:** 7 Shortcuts for Doing More With Less
- **Keeping Top Talent:** How to Use Leadership Development to Attract, Engage, and Retain Your Company’s Future Leaders



# LEADERSHIP EXPERT AND AUTHOR

## The Inner Edge

*Leadership: it's not just for corner offices anymore.*

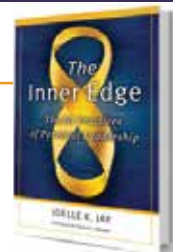
In a time of choice and change, your success as a leader depends on your ability to lead yourself. In *The Inner Edge*, Jay coaches leaders in the strategies of personal leadership – what management expert Peter Drucker once called “the only leadership that’s going to matter in the 21st century.” *The Inner Edge* offers 10 practices of personal leadership, showing leaders how the same skills they use to lead their companies are the ones they need to lead themselves. Through her vivid examples of real leaders, insightful perspectives on leadership and thought-provoking questions and exercises, Jay helps leaders achieve professional success while enhancing the quality of life that keeps them at their best.

*“At a time when the world clamors for genuine, trusted leadership, Joelle has delivered an invaluable guidebook for finding the true balance between a life of work and the work of life.”*

**Stephen M. R. Covey**, Author of The New York Times bestseller *The Speed of Trust*

*“To be effective, we need to take care of who we are as leaders to sustain our well-being and effectiveness. In *The Inner Edge*, Joelle Jay helps define the leaders of the future.”*

**Cece Sutton**, President, Retail Banking Group, Morgan Stanley



## The New Advantage

*How Women in Leadership Can Create Win-Wins for Their Companies and Themselves*

Women want to lead. In many cases, their companies want that, too. Companies that attract and develop executive women gain amazing benefits. Companies with higher numbers of women at senior levels have shown results in *increased revenues, greater innovation, and stronger leadership*.

Despite an appreciation for talent and diversity, the representation of women dwindles at each level of leadership, causing a loss of talent, a lack of balance on the leadership team, discouragement among women, attrition, and poor public perception.

In *The New Advantage*, readers will discover new ways for improving business results by advancing women as leaders. Key topics include:

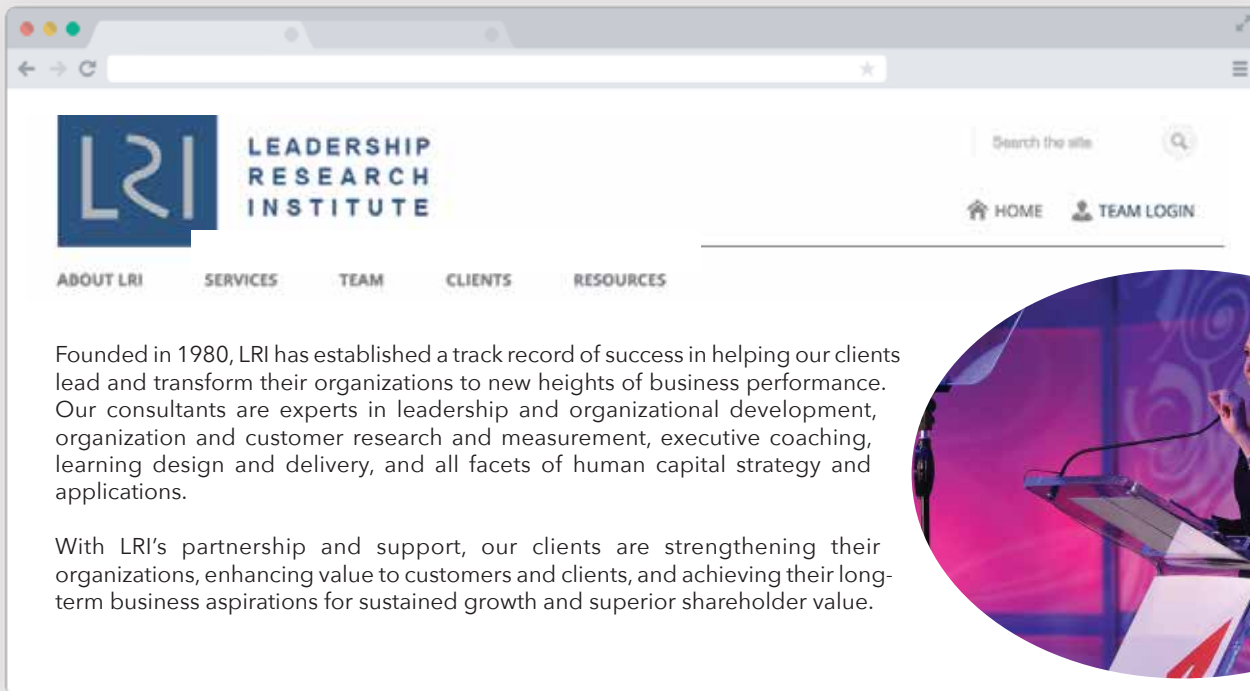
- The surprising differences between how women and men think about business.
- The specific challenges keeping women from reaching their full potential (many of which are hidden and generally overlooked).
- The most effective ways for companies to get more talented women at the highest levels of the organization.
- Important essentials women need to excel in leadership positions.

*“In *The New Advantage* Howard and Joelle provide a powerful pragmatic road map for women to catapult their careers and take control of their lives.”*

**Ken Blanchard**, Management Expert and bestselling author of *The One-Minute Manager* and **Margie Blanchard**, Speaker, Author, and Co-Founder of *The Ken Blanchard Companies*



# PRINCIPAL FOR LEADERSHIP RESEARCH INSTITUTE



Founded in 1980, LRI has established a track record of success in helping our clients lead and transform their organizations to new heights of business performance. Our consultants are experts in leadership and organizational development, organization and customer research and measurement, executive coaching, learning design and delivery, and all facets of human capital strategy and applications.

With LRI's partnership and support, our clients are strengthening their organizations, enhancing value to customers and clients, and achieving their long-term business aspirations for sustained growth and superior shareholder value.

## CLIENT LIST





# FOUNDER OF THE LEADERSHIP CIRCLES PROGRAM™

The Leadership Circles Program has been implemented successfully in industries where talent is critical to the success of the business, like technology and finance, including companies like MetLife, Intuit, Microsoft and Adobe.



## Your best talent is **LEAVING**

- 85% or more of your top people aren't ready for (or don't want) a promotion.
- 50-60% of your top people aren't giving you their best.

What if you could **ENGAGE** talented leaders instead, as **COMMITTED** partners to the **SUCCESS** of the company?



The Leadership Circles Program™ is a year-long leadership development program which helps companies engage top talent and maximize their potential by teaching leaders how to align their individual goals with those of the organization, creating a win/win for organizations and giving them a competitive advantage by focusing on:

- Retention
- Engagement
- Well-being
- Leadership Capacity
- Performance

*"A diverse and inclusive workforce is critical to our success in engaging with a broad base of customers. We are working hard to develop and grow a more diversified pool of talent, specifically focusing on high performing women, which will be a key differentiator for us in the year ahead. [Our investment in Leadership Circles ] was money well spent."*

**Matt Thompson, Executive Vice President**  
WorldWide Field Operations, Adobe



# ABOUT JOELLE JAY

## *“Leading at a Higher Level.”*

**Joelle** is a Principal at Leadership Research Institute who specializes in leadership development for senior executives in Fortune 500 companies.

She is an **award-winning executive coach**, a **popular keynote speaker**, and a **nationally-recognized author** on personal leadership. She strategizes with business leaders to enhance their performance and maximize business results.

Joelle is especially known for her success in the advancement of executive women. She helps companies develop, advance, and retain top talent with results in productivity, profitability and performance, along with a sense of personal well-being keeps leaders at their best.



Joelle's clients include large international companies in pharmaceutical, insurance, financial, hospitality, and high-tech industries like **Bristol-Myers Squibb, MetLife, Merrill Lynch, AIG, MGM Resorts, Google, Microsoft, Intuit, and Adobe.**

Joelle's popularity as an executive coach and keynote speaker is time-tested with an impressive list of accolades from Fortune 500 executives.

Joelle has a Ph.D. from the University of Washington, a Masters degree from Boston University, and a Bachelor's degree from the University of Nevada. She holds a Master Coach Certification by the International Coach Federation and was named one of the Top 30 Coaches by Leadership Excellence magazine.