

JOELLE K JAY

FOR IMMEDIATE RELEASE

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LOCAL AUTHOR, JOELLE K. JAY LEADING 12 BOOKS GROUP IN SEPTEMBER 2012

Denver, CO - August 15, 2012 - Author, Joelle K. Jay, will personally lead the discussion of her book, *The Inner Edge*, as part of the 12 Books Group. The largest online book group in the business genre, 12 Books introduces readers to a business leadership book each month and provides the unique experience of an author-lead discussion forum.

“In order for leaders to be truly successful,” says Jay, “they have to learn to lead themselves. The 12 Books Group provides a forum for leaders to focus on themselves and gain new ideas to meet today’s new challenges.”

Members of the 12 Books group will read *The Inner Edge* during the month of September this year. *The Inner Edge: The 10 Practices of Personal Leadership* draws on timeless principles and Jay’s experiences with hundreds of leaders from America’s most successful and admired companies, setting out ten essential components of leading well and living well. Members of the book group will have access to an online discussion led by Joelle K. Jay, in addition to bonus materials and opportunities to win free signed copies of the book. At the end of the month, members will be invited to a live Q&A discussion with Joelle K. Jay.

“We are very excited about the insights Joelle will be able to bring to our group membership” says Jacob S. Paulsen, Director of 12 Books. “Leadership is founded upon principles that must be a way of life. Joelle has a proven track record of helping leaders and organizations find success by instilling those principles. This is the type of thing our members are looking for.”

Membership in the book group is free and anyone can join at any point during the course of the year. Those interested in becoming members of the book group can learn more at 12booksgroup.com.

ABOUT JOELLE

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

Her areas of expertise include: Personal leadership, women in leadership, strengths-based leadership as well as advancing, developing and retaining talent. Her services include: Executive coaching, keynote speaking and leadership development.

She is also the author of two books: *The Inner Edge: The 10 Practices of Personal Leadership* and the co-author with Howard Morgan of *The New Advantage: How Women Can Create Win-Wins for Their Companies And Themselves*.

ABOUT LRI

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. As a global consulting firm, LRI specializes in leadership and organizational development in organizations across industries who are looking to transform their structure. The LRI approach combines time-tested models of leadership and organizational development with custom methods, allowing us to produce unique, tailored, and insightful solutions to clients' concerns and requirements.

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