



*The*  
Inner Edge

*The 10 Practices  
of Personal Leadership*

JOELLE K. JAY

Foreword by Howard J. Morgan

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# JOELLE K JAY

**Personal Leadership Expert**  
**Executive Coach**  
**Author**  
**Speaker**



Dynamic...Stimulating...Informative...That's how audiences and readers describe Joelle K. Jay, Ph.D., one of today's most influential and sought after experts in the field of personal leadership. She is the founder and president of Pillar Consulting, LLC, a leadership development practice, and is the author of *The Inner Edge: The 10 Practices of Personal Leadership*. As an executive coach, author, and speaker, Joelle 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.

Joelle is the executive coach today's top organizations and cutting edge media outlets call upon for leadership expertise. Her clients include presidents, vice presidents, and C-level executives in Fortune 500 companies, such as Microsoft, Bank of American, Hilton Hotels, Morgan Stanley, Cisco, Facebook, and Bristol Myers Squibb, just to name a few. 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.

Known for her sharp wit and bold approach to personal leadership, Joelle is the go-to person the media calls when they need practical and highly-usable leadership information. She has been featured in such media outlets as *Leadership Excellence and Networking Times*. Joelle knows what

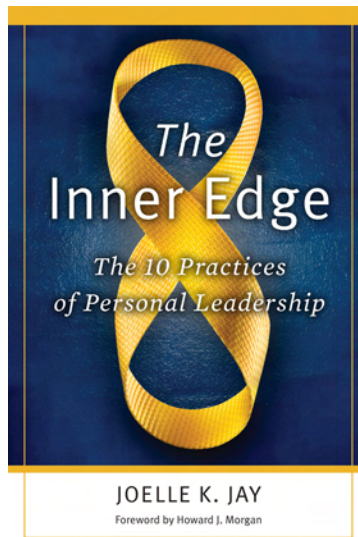
it takes to be an accomplished, high-achieving leader and shares her expertise in an inviting, energetic, concise way.

Joelle has a Ph.D. from the University of Washington, a master's degree from Boston University, and a bachelor's degree from the University of Nevada. She is an accomplished author who has published three books and dozens of articles, white papers and research reports. Her award-winning research is the basis for courses in universities around the world. The depth of her knowledge and skills in the area of leadership are complemented by a very personal, centered approach to development that focuses squarely on the needs and aspirations of the leaders she serves.

Joelle is a board member for the Nevada Women's Fund as well as an avid skier, enthusiastic traveler, and a perpetual beginner at golf. She and her husband, Tim, live in Nevada with their sons Jackson and Morgan.

## Book Overview

### The Inner Edge: The Ten Practices of Personal Leadership



**Joelle K. Jay, Ph.D., Praeger, \$32.95, 308 pp, (August 2009), available at bookstores and online**

As business leaders in every industry strive to do more with less in today's economy, they are faced with a daunting challenge: succeed without sacrificing themselves. In her new book *The Inner Edge: The Ten Practices of Personal Leadership*, executive coach and personal leadership expert Joelle K. Jay, Ph.D., show readers how to do precisely that.

Jay asserts that all leaders have what she calls an inner and outer edge. The inner edge includes the leader's thoughts, motivations, aspirations, plans, decisions, strengths, weaknesses, and values. The outer edge is what the outside world sees – the leader's words, actions, and interactions with others. A person's inner and outer edges are intimately related, because the way someone feels influences how they act, and how they act affects their results. The point Jay makes is that most leaders concentrate on their outer edge; however, in order to be truly effective, they need to devote equal time to their inner edge.

Jay's down-to-earth approach to personal leadership puts readers at ease and helps them realize that although it may seem 'soft' for business, focusing on the inner edge will make them not only more effective, but also happier. She gets readers thinking about some key questions, such as "Who are you as a leader?" "Who do you want to be?" and "What do you want to achieve, why, and how?" Questions like these, she explains, are the inner work of a leader, and they shape a person's ability to lead and live well.

Using numerous case studies from her own work as an executive coach to today's leading companies, Jay explains each of her 10 practices of personal leadership in a way that's compelling and succinct. She also provides readers with the motivation and encouragement they need to face their leadership challenges head-on. By incorporating Questions for Reflection, Exercises, and a

detailed Frequently Asked Questions section for each chapter, Jay clearly defines not only what each practice is, but also how to master it for enhanced personal and professional success.

*The Inner Edge* is a refreshing change from the standard leadership book fare that bombards people today. Jay never admonishes leaders for neglecting the inner edge for so long, nor does she urge them to change into something they're not; instead, she acts as a guide to get people back on track to the performance, happiness, and fulfillment they've been longing for. She artfully weaves in real-life examples and allegorical learning lessons with personal leadership strategies and clearly-defined steps to present a process that not only promotes personal leadership, but also enables leaders to more effectively share what they've learned and who've they become with those around them.

As the business landscape continues to evolve, today's leaders need every resource possible to move their organizations forward without sacrificing themselves. *The Inner Edge: The Ten Practices of Personal Leadership* provides an entertaining, educational, and compelling discussion of how leaders can take control of themselves and their organization before the organization takes control of them.

#### **About the Author:**

Joelle K. Jay, Ph.D., is the founder and president of Pillar Consulting, LLC, a leadership development practice. As an executive coach, author, and speaker, Joelle helps leaders leverage their talents to achieve top performance and business results, enabling them to sustain the effectiveness and sense of professional well-being that keep them at their best.

## **Book Endorsements for *The Inner Edge***

“This book can help you achieve what really matters – as a professional and a person. A great roadmap on your journey through life.”

**Marshall Goldsmith**

*Executive coach and author of the New York Times bestseller What Got You Here Won't Get You There and Succession: Are You Ready?*

“*The Inner Edge* is a valuable resource for anyone who aspires to lead in a home, workplace, or community. It is filled with practical strategies for being a more effective leader.”

**Tom Rath**

*Bestselling author of How Full Is Your Bucket?, StrengthsFinder 2.0, and Strengths Based Leadership*

“In *The Inner Edge*, Joelle Jay walks her talk. At a time when the world clamors for genuine, trusted leadership, she has delivered an invaluable guidebook for managing from the inside out. Citing behaviors of high trust, high performance leaders, Joelle shows how to take the lead in your own life and sharpen that inner edge for 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*

“As a leader, you have to stay curious. You have to develop human capital. It's one of the great investments. When leaders read *The Inner Edge*, they will be investing in themselves, and their companies will reap the rewards.”

**Patrick Byrne**

*Chairman and CEO, Overstock.com*

“Get past thought and word on pages. Lift your nose from the grindstone. Join Joelle at the kitchen table over a cup of coffee where the conversation is all about you – as a person, as a leader. Discover and get back whatever pleasures you inadvertently left behind while becoming accomplished.”

**Ron Campbell**

*President, Center for Leadership Studies*

“Really great leaders need to work on themselves. To be effective in this environment, 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, and this book will show them how to define themselves.”

**Cece Sutton**

*President, Retail Banking Group, Morgan Stanley*

“**The Inner Edge** is a good compendium of prescriptions for personal leadership. It is intelligently organized and has a workbook style that makes it a good self-study reference. The topic of personal leadership is significant and gets even more important with the generational challenges we will be facing in our workforce, as it provides a good way to combine our way of life with the demands we experience in the workplace.”

**Randy MacDonald**

*Senior Vice President, Human Resources, IBM*

“*The Inner Edge* reveals a powerful but simple truth. No matter what our role in life, we are all leaders. Joelle Jay’s book provides us with a step-by-step plan to maximize our effectiveness as “personal leaders” so we can learn to meet the demands of our hectic lives in a way that is productive, effective, and harmonious.”

**Paula Kruger**

*Former EVP, Mass Markets, Qwest*

“The instrument of leadership is the self, and the mastery of the art of leadership comes from mastery of the self. That means that the quest for leadership is first an inner quest to discover who you are. That is the premise of Joelle Jay’s exciting new book, *The Inner Edge*, and in it she guides us on a path to discovering the self who leads. It’s an engaging, respectful, and encouraging book that presents real stories about real leaders who struggle with the answers to important leadership questions. She offers highly relevant and realistic examples of how we can all become the best we can be. With ten practices that are intuitively sound and grounded firmly in the lives of leaders, Joelle offers useful advice and applied exercises on what we can each do develop our capacity to be successful in leadership and life.”

**Jim Kouzes**

*Award-winning coauthor of the bestselling, *The Leadership Challenge*, and *Dean’s Executive Professor of Leadership, Leavey School of Business, Santa Clara University**

“I’m a firm believer that even if you master all the leadership competencies and attributes that comprise every leadership model there is, you still can’t lead others until you lead yourself. We are all amazingly transparent and until people see who we are... and until we look inward ourselves, it’s all for naught if The Leader Within isn’t home. Joelle gives you the tools to find yourself and not let go.”

**Steve Bailey**

*President, National Management Association*

“Where leaders get sideways is when they separate their personal values from their behavior in their business life. We just have to look around and we see countless examples of the carnage that leaders have allowed when they get out of alignment with their core values. Sometimes, we have so much noise and outside things coming at us that we don’t take the time to listen to our inner voice. In *The Inner Edge*, leaders get though provoking advice to help them stay in alignment.”

**Ted Dysart**

*Managing Partner, Heidrick & Struggles*

“*The Inner Edge* is a valuable resource for leaders. Emerging leaders will find it a good instrument to use and read as they begin their leadership journey, and seasoned leaders will find it reaffirms what they need to be doing (and may have forgotten!) to be effective as leaders.”

**Janine Pecs**

*Director of Talent Development, Gensler*

“As soon as I read *The Inner Edge*, I could see its value for our organization. I put it to work right away - doing the exercises and using it with my team to develop our vision and strategy. A couple of weeks later I went back to look at it from a personal angle and was able to see the ideas in a whole new way. *The Inner Edge* does what many books on leadership neglect to do. It takes the whole leader into account.”

**Janet Heppner Jones**

*Managing Director, HYH Group*

“When I was growing up in the television news business I often told stories of being the ‘only red dress in a room full of gray suits.’ There was both a literal and a symbolic reality to that. Not only was the path one of doing exactly what the boss and the company wanted, including the adherence to rules, the long hours, and the 24/7 commitment to breaking news - but there was little help in learning how to walk even that path, let alone think that I was more than my job description, and could help create the path that was best for me. *The Inner Edge* will be invaluable to this generation of leaders.”

**Nancy Bostdorff**

*Former TV News Director for The New York Times Company and CBS affiliate KTVN*

“*The Inner Edge* is like reading a great leadership book and having a great coach all in one. Joelle Jay weaves together seamlessly a practice that gets to the essence of what true leaders practice every day.”

**George Minardos**

*CEO, Minardos Group*

“In *The Inner Edge*, Joelle Jay shows how to connect how you make your living with how you live your life. The practices are significant enough to matter and simple enough to become a daily habit. The lessons learned from accomplished leaders are equally valuable to experienced and emerging leaders alike.”

**Ann Oliveri**

*The Zen of Associations*

## **A Message to Leaders: Don't Lose Your Edge**

### **New book helps today's leaders stay effective despite the economic climate**

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Reno, NV (August 2009) – In today's economy, talented and accomplished leaders are struggling because they're too stressed, too stretched, or too tired of sacrificing. As a result, many businesses are losing their leaders, and many leaders are losing themselves – they're losing their edge. The problem is mounting: how can leaders achieve success in today's business climate without sacrificing their quality of life?

Joelle K. Jay, Ph.D., a recognized expert in the field of personal leadership and author of *The Inner Edge: The 10 Practices of Personal Leadership* (Praeger, ISBN-13: 978-0-313-37805-8, \$32.95), asserts that there is another way to be successful as a leader in today's world – a way that is more thoughtful, more strategic, and more reflective. “All leaders can learn to lead in a way that preserves their talent while enhancing their quality of life,” she says. “Success without sacrifice is possible. And in fact, anyone can lead well and live well at the same time.”

In her book and in her work as an executive coach and speaker, Jay helps leaders understand that they have both an inner edge and an outer edge. The inner edge is the leader behind the scenes: their thoughts, motivations, aspirations, plans, decisions, strengths, weaknesses, and values. The outer edge is the person the leader shows the world: their words, actions, and interactions with the people around them.

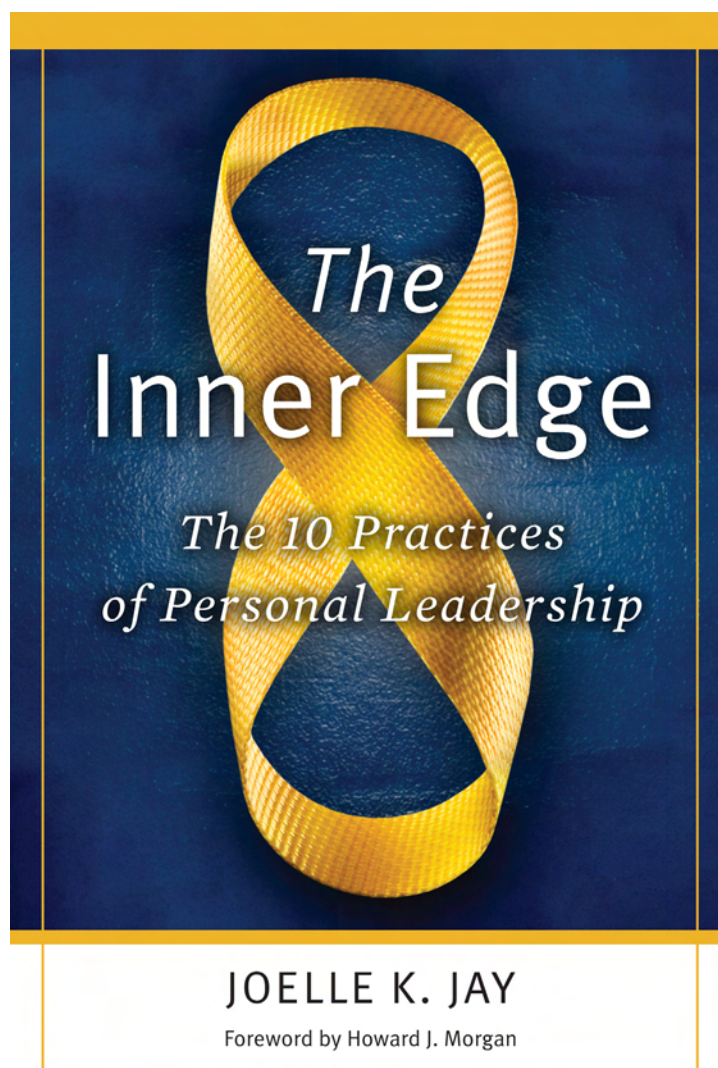
“A leader's inner and outer edges are intimately related,” explains Jay. “The way you feel influences the way you act. Your actions affect your results. Your results determine the way you experience life.” In order for leaders to be effective at work and in life, Jay says they need to spend time on both their outer and inner edge. Unfortunately, most leaders are so focused on the outer edge that they neglect their inner edge, and this is where the problem lies.

By following Jay's 10 practices, which include such things as finding focus, tapping your brilliance, and building your team, leaders will learn how to make the most of all they've been given and all that they've gained – to not just fulfill their potential but to blow past it.

Joelle K. Jay, Ph. D., founder and president of Pillar Consulting, LLC, specializes in leadership development and executive education in Fortune 500 companies. She is a trusted advisor to presidents, vice presidents, and C-level executives. She has been contributing to the field of leadership for over 16 years and has been honored to work with hundreds of leaders to leverage

their talents, grow their teams, and maximize their time for the most powerful impact and the best business results.

*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. For more information or a review copy of *The Inner Edge: The 10 Practices of Personal Leadership* visit [www.TheInnerEdge.com](http://www.TheInnerEdge.com) or contact [joelle@pillar-consulting.com](mailto:joelle@pillar-consulting.com), (775) 324-5377.



**Potential Interview Questions for Joelle K. Jay, Ph.D.**  
**Author of The Inner Edge: The 10 Practices of Personal Leadership**

What is personal leadership, and how is it different from organizational leadership?

What is the business impact of personal leadership?

Why should corporations care about their leaders' professional well-being or fulfillment?

In an economy where people need to spend all their time just keeping the business afloat, is it realistic to expect that they would be able to spend time in reflection and introspection?

What does an individual leader gain from personal leadership? Why should they bother?

What is the difference between a leader having clarity and having a vision?

What is it that leaders say they *really* want out of work and life?

What is the purpose of gaining clarity in terms of personal leadership and advancing a career?

How does finding focus contribute to personal leadership?

How does finding focus differ from strategic planning?

How can leaders determine the most effective actions that will move them toward their vision?

Why do so many smart and competent leaders fail to take action on their objectives?

What do you mean when you tell leaders to “tap into their brilliance”?

How do you suggest that leaders identify and tap into their strengths?

What's the best way for leaders to leverage their strengths and weaknesses so they consistently work in the person's favor?

How can leaders get past striving and discover what will make them feel truly fulfilled?

How can leaders finding personal fulfillment benefit the company's bottom line?

What should leaders do if they find themselves in a career that lacks personal fulfillment?

How can leaders take control of their time when time seems to be the scarcest resource these days?

What are some shortcut strategies that will enable leaders to find more time in their day?

What kind of people should leaders call upon to be a part of their support team?

Why is the “lone wolf syndrome” so prevalent among today’s leaders?

How can a carefully picked team help a leader get better results?

What kind of learning most benefits leaders who want to move themselves and their companies to higher levels of success?

How does reflection aid in the learning process?

Which is better for personal leadership – making things happen or letting things happen? Why?

How does intuition have a role in a leader’s success?

How is integrative thinking vital to a leader’s ability to reach goals?

What’s the best way for leaders to gain alignment in their work and life?

Is it really possible for leaders to “have it all”? How?

What are the benefits of leaders sharing the concept of personal leadership with others on their team?

What do you most want leaders to know?

***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. For more information or a review copy of ***The Inner Edge: The 10 Practices of Personal Leadership*** visit [www.TheInnerEdge.com](http://www.TheInnerEdge.com).

## Article Topics by Joelle K. Jay, Ph.D.

Need an article for your publication? Joelle K. Jay, Ph.D. can create an informative and compelling article tailored for your audience. Here are some topics she can expand upon for you.

### *Enhance Your Leadership Efficiency*

Every day talented and accomplished leaders struggle because they're too stressed, too stretched, or too tired of sacrificing. As a result, many businesses are losing their leaders, and many leaders are losing themselves. They don't know how to achieve success without sacrificing their quality of life. Joelle K. Jay, Ph.D., shares five keys to help leaders regain their leadership edge.

### *How to Stay Strong in the Midst of Economic Change*

In the current economic climate, where businesses are merging, downsizing, and outsourcing at mind-boggling rates, it's hard to maintain your leadership equilibrium. To keep from getting knocked off your feet, you need to have something stable to hold onto – something that will keep you on steady ground when all around you is shaking and/or crumbling. Joelle K. Jay, Ph.D., explains three pillars of strength every leader needs to embrace.

### *The Top 5 Mistakes Leaders Make*

Many leaders often get so fixated on the success of their team and the results of their efforts that they forget to focus on themselves. As a result, they end up working harder and harder but feeling less and less fulfilled, and they invariably fall into the trap of making key leadership mistakes. Joelle K. Jay, Ph.D., shares what these mistakes are as well as strategies for correcting them.

### *Know What You Want; Get What You Want*

Today's leaders consistently say that they want "more" from life. However, few can define what that "more" is. As a result, they keep doing what so many people do: slog through the work with their heads down, ignoring that vague, unsettled feeling that they are not truly being the leaders they could be or leading the kinds of lives they want to live. Joelle K. Jay, Ph.D., offers key strategies for defining...and getting...what you truly want from life.

### ***The Focus Factor***

Many leaders reveal that even though they may be working all day, they often feel that they never get anything done – they're busy but not necessarily productive. In order to live and lead the way they want to, leaders need to be strategic and find focus. Joelle K. Jay, Ph.D., shows leaders how to pull their thoughts out of the crowded rabble of their mind and give them the attention they deserve.

### ***Take Action in Turbulent Times***

While many leaders are taking care of the needs of the business, the needs of their employees, the other people in their lives, and their existing responsibilities, they're not taking action on the things that matter most to them. Joelle K. Jay, Ph.D., reveals the key steps leaders must take to look at their actions in a new light so they can reach their objectives sooner.

### ***Know Yourself for Increased Success***

All leaders have a choice. They can continue to do things the hard way, the usual way, the way they've always done them. Or, they can do things their way – the way they were made to do them. Joelle K. Jay, Ph.D., shows leaders how to uncover their strengths and discover how good they really are.

### ***Personal Fulfillment – It Really is Possible***

Many talented leaders find themselves becoming restless in today's world – feeling vaguely dissatisfied, wondering if there's something better out there, looking around for that next move to make things right. To be effective, leaders need to give some thought to what, specifically, makes them flourish. Joelle K. Jay, Ph.D., offers strategies for leaders to create a foundation for fulfillment that will give them a renewed sense of purpose and joy.

### ***Achieve More With Less***

Leaders need to use their time wisely so their actions contribute in some way to their quality of life, free them to do more important things, help them feel less stressed and more settled, revive their energy, and make room for more important actions. Joelle K. Jay, Ph.D., helps leaders understand how to get more time in a day as well as how to maximize that time so they can do the things they want to do.

### ***Build Your A-Team***

No one person can do everything alone. Yet that's exactly what many leaders try to do, day after day. The fact is that the best leaders surround themselves with people who support them. Joelle K. Jay, Ph.D., shows leaders how to create their support team, as well as how to best utilize them for enhanced success.

### ***Learn to Get Ahead***

Leaders need to continually learn to stay ahead, whether their vision is to make a big change or to excel as a leader right where they are. However, the learning leaders need most is more customized and targeted than traditional learning models such as online classes and business books. Joelle K. Jay, Ph.D., shares powerful techniques leaders can use to keep learning that go beyond the usual fare.

### ***The Power of Possibility***

Beyond any person's efforts lie answers, ideas, and solutions most people could never come up with on their own. These solutions present themselves every day; however, most leaders never see them. Joelle K. Jay, Ph.D., shares the keys to finding new ways of looking at things – to look up and around at what's bigger and better than what people normally see. She shows how to break free from narrow limitations and discover the extraordinary.

**Don't see a topic that fits your publication? Contact Joelle about your publication's needs.**