



The 10 Practices of Personal Leadership



By Joelle Jay  
Forward by Howard Morgan

## Press Release for *The Inner Edge*

**FOR IMMEDIATE RELEASE**

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

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

**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.

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"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.pillar-consulting.com](http://www.pillar-consulting.com) or contact [joelle@pillar-consulting.com](mailto:joelle@pillar-consulting.com), (775) 324-5377).

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