

Press Kit
Susan S. Freeman
Inner Switch

7 Timeless Principles to Transform Modern Leadership

INNER SWITCH



7 Timeless Principles to
TRANSFORM
MODERN LEADERSHIP

SUSAN S. FREEMAN



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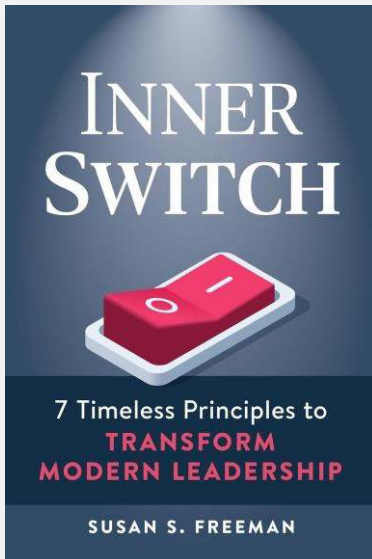
Press Kit: Inner Switch: 7 Timeless Principles to Transform Modern Leadership

Contact: Elizabeth Mars, elizabethmars@weavinginfluence.com

Thank you for your interest in interviewing Susan Freeman.

Our team has created several resources for you:

- Book Description
- Book Links
- Susan Freeman Bio
- Website/Social Media Links
- Image Gallery
- Endorsements



BOOK LINKS

Amazon

<http://bit.ly/3yBzpAe>

Barnes and Noble

<http://bit.ly/3ZEGewB>

INNER SWITCH: 7 TIMELESS PRINCIPLES TO TRANSFORM MODERN LEADERSHIP

In today's ever-changing environment, leaders face countless unknowns and must become masters of transformation. The impact on leaders was revealed in the most recent Future Forum Pulse report, which found that executives' sentiment and experience scores had sunk to record lows. Compared to the previous year's findings, execs reported a 15% decline in the working environment, a 20% drop in work-life balance, and a 40% increase in work-related stress and anxiety.

At the same time, organizations today are characterized by reactivity, firefighting, and burnout. Distraction, disconnection, and disengagement have become the accepted norm. A [2022 Gallup study](#) showed that only 32% of U.S. workers are engaged in their work.

To effectively thrive in today's environment, leaders must move beyond the traditional metrics of revenue, income, expenses, and employee churn, among others. They must recognize that human beings are complicated and constantly changing. It is important to acknowledge that thoughts, feelings, and impulses alternate between rational and irrational. Therefore, any interchange between humans has the potential to go in an infinite number of directions. The only part of this dynamic the leader can control is themselves.

The trajectory depends on one's leadership presence and how they show up in the moment.

Therefore, it's more important than ever that leaders take radical personal responsibility for managing their internal energetic state, as this is the only thing that they *can* control.

To help leaders learn how to cultivate their inner wisdom and master their inner energy to increase overall effectiveness, on May 9, 2023, Susan Freeman, MBA, PCC, NCC, will launch *Inner Switch: 7 Timeless Principles to Transform Modern Leadership* with Entrepreneur Press.

In *Inner Switch*, Susan becomes the first author to teach individuals how to become "Inner Switch Leaders" by drawing their attention inward, becoming more attuned to themselves and those around them, and growing conscious of their thoughts and energy.

In *Inner Switch*, Susan outlines seven principles that help leaders make the inner switch from unconscious reactor to conscious responder. Her unique Inner Switch™ method integrates Eastern wisdom derived from more than 25 years of studying yoga and yogic philosophy with the needs of Western business management. The result is helping leaders move *from who they are not to who they truly are*—allowing them to have extraordinary impact. Susan shares numerous techniques and practices that can be integrated into daily regimens and provides real-life experiences and lessons from her clients.

Inner Switch: 7 Timeless Principles to Transform Modern Leadership is a must-read for any leader who wants to discover a new state of being that enables them to stay calm, be resourceful, and confidently respond with compassion and equanimity, even when under pressure from external forces.

By embarking on the Inner Switch Leader journey, while accepting and honoring the fact that the response they wish to see from others *always* begins within themselves, leaders can transform working relationships into harmonious, joyous, effective, and responsive partnerships. This leads them to experience a dramatic improvement in their leadership effectiveness, business success, and joy.

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<https://susansfreeman.com/>

BIOGRAPHY FOR SUSAN S. FREEMAN



WEBSITE/SOCIAL MEDIA LINKS

Website:
Click [here](#).

LinkedIn:
Click [here](#).

YouTube:
Click [here](#).

IMAGE GALLERY

For book jacket images and headshot, link [here](#).

Susan Freeman, MBA, PCC, NCC, is an executive coach, team coach, author, sought-after speaker, and leadership consultant who brings more than three decades of corporate, entrepreneurial, and nonprofit leadership experience to her clients. Her groundbreaking approach to Western coaching creates leadership transformation through the integration of Eastern wisdom derived from more than 25 years of studying yoga and yogic philosophy.

Her new book, "*Inner Switch: 7 Timeless Principles to Transform Modern Leadership*," will appear in May, 2023, published by Entrepreneur Press. She becomes the first author to teach individuals how to become "Inner Switch Leaders" by drawing their attention inward, becoming more attuned to themselves and those around them, and growing conscious of their thoughts and energy. By leveraging Susan's numerous techniques and practices, leaders can transform working relationships from conflict-creating, stress-inducing, reactive struggles into harmonious, responsive and joyful collaborations. Additionally, they will experience a dramatic improvement in their leadership effectiveness and business.

Her clients value her skill in helping them unlock the secret to true leadership effectiveness, connect strategy to execution, and increase trust, collaboration, and team effectiveness within their organizations. Susan brings to her coaching more than 30 years of corporate, entrepreneurial, and nonprofit business management and leadership experience. She is sought after by investor-owned companies desiring to reach their next level of growth and profitability. Areas of special interest include team coaching, challenges of entrepreneurship, powerful communication, cultivation of executive presence, and career resilience.

Susan received an M.B.A. with a focus on marketing from Columbia University Graduate School of Business and a B.A. degree in psychology from Wellesley College.

In addition to *Inner Switch: 7 Timeless Principles to Transform Modern Leadership*, she is the author of *Step Up Now: 21 Powerful Principles for People Who Influence Others*. She is an accredited Professional Certified Coach with the International Coaching Federation, the largest coaching body in the world. She holds additional Practitioner certifications in Team Coaching from the Global Team Coaching Institute in the U.K.; in Coach Master Toolkit Consulting from the Center for Executive Coaching; and in the Integrative Enneagram iEQ9.

She has been featured as a corporate speaker, keynote, and on both television and radio. As a leadership columnist, she has contributed to *Entrepreneur Magazine*, *Thrive Global*, *Elephant Journal*, *Authority Magazine*, *Valiant CEO*, and other national platforms.

Susan is also dedicated to the cause of empowering women. She serves senior executive female leaders as a core guide at [Chief](#), the virtual online leadership community. She volunteers in a mentoring program at her alma mater, has served Davis College and the Akilah Women's Center, Rwanda, in numerous capacities, including on the women's leadership committee of the Global Leadership Council.

She has mentored locally through the Emerging Leaders Tampa

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Bay program of The Greater Tampa Chamber of Commerce and Frameworks of Tampa Bay. Passionate about education, Susan served as founding Chairman of an educational board at the secondary level, and on an advisory board at the university level.

Susan lives with her husband in the mountains near Asheville, North Carolina, and in Tampa, Florida. They have three grown children. She is an avid ballroom dancer, world traveler, and hiker who is occasionally visited by the poetry muse. Rarely a day goes by when she doesn't reach for a piece of dark chocolate.

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IN PRAISE OF *INNER SWITCH: 7 TIMELESS PRINCIPLES TO TRANSFORM MODERN LEADERSHIP*

“If I’d read this book earlier in my career and understood how important it was for me to also address my spirit in order to improve my work, it would have made a dramatic improvement in my leadership. Although this book uses Western language so that it is universally accessible, it is at its essence a deeply spiritual approach to your personal growth, your level of consciousness, and developing your inner state as a leader. This book is for individuals who want to take their organizations to the next level and who are ready to elevate their consciousness, confront their limitations, and lead happier and more peaceful lives.”

—**Elizabeth Dearborn Hughes**, CEO and Co-Founder, Davis College and Akilah College for Women, Rwanda

“In an ever-changing, complex global environment, leaders must be masters of transformation. This book explores the hidden truths behind what anyone who wishes to influence others with impact needs to know. As Susan Freeman wisely points out in *Inner Switch*, leaders are responsible for the quality of energy in an organization. Harmony, cocreation, and impact require leaders who are capable of self-modulation on a deep level. This book offers a blueprint for such development.

I’ve known Susan since we attended Columbia Business School together. She, as a friend, has influenced my perspectives throughout my career. I am so proud she has written this book to bring her unique perspective and wisdom to a wide audience. When I read it, I recognized she is offering up a new way of doing business, one that is needed in these times. Every person who influences and leads others needs to read this book.”

—**Masahiko Uotani**, President and Group CEO, Shiseido Co. Ltd.

“As a leadership speaker, business book author, and executive business coach who works with Fortune 100 companies and businesses around the world, I see *Inner Switch: 7 Timeless Principles to Transform Modern Leadership* as a novel contribution to the leadership field. Susan Freeman’s methodology guides executives to navigate the complex landscape they work in. There will be receptivity for her methodology both in the United States and internationally, as leaders in many cultures will welcome advice on leveraging the wisdom of yoga to become more effective.

Moreover, I am certain that executive coaches will want to include Susan’s methodology in their toolkits as they work with their clients to help them be more open-minded, centered, and effective. Susan’s book extends the way we lead from something we do to the way we show up.”

—**Rania H. Anderson**, Founder of *The Way Women Work* and author of *WE: Men, Women, and the Decisive Formula for Winning at Work* and *Undeterred: The Six Success Habits of Women in Emerging Economies*

“I highly recommend Susan Freeman’s spectacular book *Inner Switch: 7 Timeless Principles to Transform Modern Leadership*. I couldn’t put it down. This extraordinary exploration of critical leadership competencies offers Eastern tools in Western language that every businessperson can relate to and easily apply. As a senior executive in a large and prominent value-based, member-centric organization, I find clearing my mind and actively managing my energy to be essential aspects of effectively leading teams and achieving success. In easy-to-digest and compelling language with useful case vignettes, this book explains both the scientific ‘why’ and the practical

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‘how’ of incorporating these relaxation principles into your day and life. To bring out their best and guide them in fulfilling our mission of service to the public, I would love for all of our employees to read this work and practice these techniques. Undoubtedly, those who do will feel less stress, reduce friction in their working relationships, enhance their creativity, and generate best-in-class outcomes and results.”

—**Marketa Wills**, Chief Medical Officer, Johns Hopkins HealthCare

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IN PRAISE OF *INNER SWITCH: 7 TIMELESS PRINCIPLES TO TRANSFORM MODERN LEADERSHIP*

“Inner Switch: 7 Timeless Principles to Transform Modern Leadership is a breakthrough milestone that literally changes the way we think about what leadership is. Susan Freeman’s unique and cutting-edge approach goes beyond the Western viewpoint. It is grounded in practical Eastern techniques that help people learn about their inner energy and how to connect it to personal and professional effectiveness. The result is increased personal awareness along with the ability to integrate physical, psychological, and emotional contexts, which will have clear results on our judgment and ability to influence others. I have been open to learning much about mindfulness for over 20 years, and nowhere have I seen such related and complex concepts explained so beautifully. As an executive coach to senior organizational leaders in large corporations, I see this book as an invaluable resource for leaders who are committed to evolving their leadership capacities. It should be read and digested by leaders and coaches alike.” —**Maria Arnone**, Executive Coach

“A pleasure to read. By applying the art, science, and practice of yoga to everyday leadership situations, the author delivers on her claim to help with the inner switch of leadership. The book focuses on being open, learning by doing, and knowing how to let go of beliefs and habits that no longer serve you well. To do this, leaders must be present in the moment by actively leaning into situations with body, mind, heart, and soul. Really being there. When leaders are so engaged, others seek connection with them and their energy. It is with this connection that the influence of their efforts is felt by others. Those who can embellish this connection to illuminate the talents of others ensure a shared experience for others to respond to with their talents and resources. The author’s conversational style and exacting knowledge of the disciplines she uses to illustrate how contemporary ideas are part of yogic wisdom are coupled with poignant examples from her work and life experiences.”

—**Stephen A. Stumpf**, Professor of Management, Franklin University Switzerland, and former Fred J. Springer Chair in Business Leadership, Villanova University (United States)

“We live in extraordinary times that urgently call for a new paradigm of leadership. As Susan writes: ‘Our internal conflicts carry over into all that we do.’ It is self-evident that conflicted people produce conflicted results and a conflicted world. Leaders in every walk of life urgently need to get in touch with their own true self and bring that authenticity into all aspects of their lives. When they do, they and their organizations will thrive. Susan has spent decades learning and embodying yogic techniques and philosophy that enable us to connect with our unconflicted true self and bring it into the world in all of our actions. What she has uniquely done is to create a system that integrates this wisdom within the paradigm of leadership. Susan clearly lays out a novel approach applicable to leaders at every level of an organization, as well as across all sectors of society. This book is also for everyone who seeks to effectively be of genuine service to others, including business coaches, teachers, doctors and lawyers, among others. We highly recommend this ground-breaking book to anyone looking to create extraordinary results with joy.”

—**Drs. Brian & Mary Natrass**, Managing Partners of Sustainability Partners, authors of *The Natural Step for Business* and *Dancing with the Tiger: Learning Sustainability Step by Natural Step*; Batten Fellows of the Darden School of Business