

THE

# INNER CEO

UNLEASHING LEADERS  
AT ALL LEVELS

## Testimonials



I was fortunate to engage Jeremy to guide and assist me and my leadership team in transforming an organisation striving for success in an ever changing market.

It began a journey over many years that was both insightful and inspiring.

Jeremy has dedicated his career to staying ahead of the game as far as people development and organisational design is concerned. He has an extremely broad knowledge with worldwide experience in business and organisational structure, more recently focused on the impact and opportunities that digital technology provides to innovative business leaders.

He is an inspirational and motivational individual and has an incredible wealth of operational and organisational knowledge via hands on experience and significant research. He is very strategic in his application and has a unique ability to present solutions to challenging issues and opportunities in an easy to understand manner enabling successful execution.

His passion in finding solutions to build strong and successful leaders, at all levels, throughout an organisation is unending.

*'The Inner CEO-Unleashing leaders at all levels'* is a continuation of Jeremy's commitment to guiding successful and rewarding talent development.

### **Greg McKibbin,**

Former Regional General Manager, Kodak Entertainment Imaging and Health Imaging, Asia Pacific; Mentor, Small Business Mentoring Service, Australia



This is a must read for business leaders and for any one that has ambition, desire and passion to lead! This book is so essential at a time where businesses are crying out for leadership at every level of the organisation. Read it and apply the valuable lessons that Jeremy imparts!

### **Paul Marks,**

Managing Director, Change Works Ltd.



With the dramatically changing strategic landscape and many organisations restructuring, especially around digital, it is even more important that executive leaders embrace the opportunity for a more collective approach to leadership and business health. This allows for a more empowering approach internally and the creation of an environment where leadership at all levels can thrive. In his timely book, *'The Inner CEO'*, Jeremy Blain is providing organisations with the step-by-step manual to make this a reality; allowing employees at all levels to unleash their Inner CEO, stepping up to contribute beyond their job description.

*'The Inner CEO'* is the masterful read to show them the way.

### **Robin Speculand,**

Strategy & Digital Implementation Specialist and bestselling author



I have heard three people use the term 'crisis of leadership' within the last week. The global pandemic of 2020 has shone a light on leaders like never before and the old command and control style of leadership has fallen apart completely for those who were too slow to recognise this before. Good leadership has always been about equipping, empowering and allowing others to step into new roles and responsibilities as they unite around a common purpose. I am fortunate to be the CEO of a company full of amazing people, all of whom participate in leading us forward, although this hasn't always been the case. If Jeremy Blain's excellent book had been around years ago, it would have helped our journey enormously, particularly in helping avoid some of my many mistakes along the way! Jeremy has long been well ahead of the curve in transforming businesses to be led by everyone, not just their leaders, and if ever there was a time to accelerate that process, it is now. If you want to be in a growing dynamic business in the 2020s, then read this book.

### **Paul Hargreaves,**

CEO, Cotswold Fayre, UK. Author of the book *'Forces for Good – Creating a better world through purpose-driven businesses'*



In *'The Inner CEO – Unleashing leaders at all levels'* Jeremy has captured something significant, relevant and timeless. Leadership is no longer a job title, it is no longer just action and example, it is anticipation, action and example at all levels. Jeremy goes beyond the typical mantra of employee engagement and demonstrates through case studies and interviews just how the law of stepping up applies; how thinking and behaving like a CEO is a key component for everyone in the organisation if you desire progress whether in a start-up or a scale-up.

**Bob Hayward,**

Managing Partner – Author of *'Be More Effective'*



As a HR practitioner, I read books about business and always think 'How do I adapt these ideas for my workplace?' Usually I am left to do the hard work myself, but not here. In *'The Inner CEO'*, Jeremy Blain presents a valuable blend of ideas – part thought-leadership and part practical manual – combined with intelligent suggestions, tools and activities that make it relevant to today's changing world of business. The end result is something that I will come back to time and time again.

**Helen Claridge,**

Senior HR Business Partner, Element Six  
(part of De Beers Group)



In the most effective organisations great leadership can be seen everywhere, not just from the CEO or Exco. Individuals understand they have not only the freedom and autonomy to lead but a responsibility to do so. Jeremy Blain's powerful book explains how to build a high performance leadership culture and enable individuals to unleash their Inner CEO. In this uncertain and fast moving era, if there was ever a time to embrace this thinking, it is now.

**Lloyd Wigglesworth,**

Partner, The Alexander Partnership  
Former Managing Director roles at WHSmith News,  
Entertainment UK, St Ives, EMAP and Frontline



In today's highly disruptive and digital-driven era of the Fourth Industrial Revolution (better known as Industry 4.0), organisations need to empower not only their managerial leadership teams but also individual contributors at all levels and functional roles in enabling them to contribute towards the sustainability of the organisation in the ever-changing world of work. In *'The Inner CEO – Unleashing leaders at all levels'*, Jeremy Blain presents a beautifully crafted guide through the process of self-leadership development with refreshingly different, and thoroughly practical, tools and frameworks to achieve this. The book weaves in each chapter a brief introduction of key concepts, engaging interviews with business experts and industry leaders; and seemingly simple exercises which act as a blueprint for those stepping up to unleash their Inner CEO. I highly recommend this book!

**Prof Sattar Bawany,**

CEO, The Disruptive Leadership Institute and  
Author, *'Leadership in Disruptive Times'* (Business  
Expert Press, 2020)



I completely agree with Jeremy Blain's central drive to unleash Inner CEOs. Command and control management is dead. We've gone virtual and the increasingly blended combination of permanent employees and independent workers mean that the workforce is now dotted across the map. It's time to increase autonomy and unleash leadership at all levels. This point is very well-argued and reinforced in Blain's interview with Johanna Bolin Tingvall, Global Head of Learning and Development at Spotify. This book has come at the perfect time and it is packed with practical tips.

**Richard Davies,**

Managing Director, GPSgoaltrak



Jeremy Blain's book is very well thought through and structured, with good actionable advice. No one is left behind as the focus is on unleashing leadership at all levels.

The book not only gives guidance on the why and the what, but provides the how in the shape of models, techniques, templates and assessments; leaving no excuse for anyone to get to action. I look forward to putting my own learnings into practice, especially using some of the new tools like the 5 point validation star.

I'd recommend all Human Capital and HR leaders read 'The Inner CEO' to help shape their organisations for today's workplace challenges and needs.

**Jennifer Gillespie,**  
HR Director SEA, Xylem



In today's world of exponential change and uncertain future 'The Inner CEO – Unleashing leaders at all levels' is extremely relevant and action orientated. It shows clearly how change can be accelerated by unleashing leadership skills in each and everyone in the organization. By following the suggestions and actions in this extremely timely book, organizations can create a deeper purpose, allowing people to be creative and empowered by going beyond their job description. Finally, this is a book that outlines why this is important, what needs to happen and the all-important how to get it done.

I have known Jeremy for about 10 years including his time in Singapore, when he was CEO, Asia Pacific, for an international training company. I have admired his journey, his research, his passion, his knowledge and his desire to support leaders around the world to successfully transform their businesses and workforces. 'The Inner CEO' takes Jeremy's journey one step forward and recognizes that we have entered a new age of empowerment. This book is the blueprint to make it a reality in organizations everywhere.

**Sunil Narang,**  
President & CEO, WDH Inc. Denver, CO, USA



I have worked with and for companies, where only the top levels of executive leadership were referred to as 'leaders'. This has immense negative consequences for the culture, leading to a poor leadership culture on all levels. It results in transactional people management, since you can't whip out your ability to inspire, empower and ensure your team's talent is fully unleashed from one day to the other.

Jeremy Blain's book, 'The Inner CEO – Unleashing leaders at all levels', provides a highly efficient and practical roadmap for such companies to empower their teams and 'supercharge growth', in the book's own words. 'It's not only about supercharging your employees' growth – your company will grow alongside your team when they are empowered to perform'.

Especially in today's fast-moving and highly competitive environment, we must embrace the notion that everyone – regardless of experience, title, salary and number of direct reports – can inspire others to follow them and act on their ideas. That is what leadership is; when you can inspire others to follow the ideas that you are enthusiastically and competently presenting, you're a leader.

'The Inner CEO', by Jeremy Blain, thanks to its wide appeal, practical approach and skilfully curated advice is a deeply insightful, must-read for those interested in making their organization more successful through the empowerment of their entire workforce. In addition, it is written in easy language and with interviews that make it a highly entertaining business read.

**Mette Johansson,**  
Founder and Owner, MetaMind Training  
Founder and Chair, KeyNote Women Speakers  
Co-Founder, Inclusive Leaders Institute



With 'The Inner CEO', Jeremy Blain touches on the core of organisational success. His actionable research around developing sustainable leadership and creating an acute sense of personal empowerment is transformational. Jeremy provides critical insights and valuable tips from industry leaders and business experts to successfully prepare us for a new empowered future of work. An inspirational and transformative read!

**Lloyd Wigglesworth,**  
Partner, The Alexander Partnership  
Former Managing Director roles at WHSmith News,  
Entertainment UK, St Ives, EMAP and Frontline



Like Jeremy Blain, I am passionate about the benefits of digitalisation and transforming businesses for the future. Especially around the future of work. Which is why I co-founded [YourFLOCK.co.uk](http://YourFLOCK.co.uk). But also like Jeremy, I know this is not just about the technology stack you have.

The future of work is all about the very soul of our organisations. It's about human values. And how people work together.

To succeed in the modern workplace organisations need to adapt, challenge traditional structures and unlock the power within the changing workforce. That is done by a culture shift that underpins a new age of empowerment.

This is why *'The Inner CEO'* is the book for now.

We have all talked about 'leadership at all levels' but nothing really exists as a how-to guide for both the business leadership and the employees themselves. *'The Inner CEO'* provides the rationale and the blueprint to make it happen for real. With a more collective approach to organisational leadership, that encourages everyone to step up and go beyond their job description.

Jeremy Blain's book is full of examples, interviews, new models, tools and even a complete 90-day roadmap to accelerate such action.

It's practical, well researched and will help many organisations as they embrace the age of empowerment and unleash leaders at all levels. This combined with a more values driven approach to working together especially remotely - empowered by new technologies like YourFLOCK - will be one of the ingredients to the secret sauce for business success in the post covid world.

### Dan Sodergren,

Co-Founder YourFlock.co.uk; Head of Diversity, Manchester Publicity Association; Founder, Great Marketing Works; Technology futurist and advocate BBC TV and News, BBC Radio



At the core of every single one of us lies the desire to be seen and heard for who we are and who we have the potential to be. True to his character and everything that he represents, Jeremy has successfully created a practical and inspirational guide to help individuals at all levels of their career discover their Inner CEO, step up, and be seen for the talent they truly are. I highly recommend this book for anyone ready to level up and any organisation ready to transform itself from the inside out.

### Carlii Lyon,

Personal Branding Coach and Founder of The Brand in You



Jeremy Blain's book *'The Inner CEO'* echoes very much what I have always believed in; that we all have powers within us, waiting to be discovered, developed, maximized and shared.

Jeremy strongly captures the why, what and how to unleash the Inner CEO. As he wrote, the concept is both mindset and action. *'It is about leadership belief, and about taking ownership to make something happen; often beyond a job role and outside traditional KPIs'*.

The interviews with business experts and industry leaders, together with the 90-day roadmap and other toolkits and templates, make the concepts very applicable and tangible. Those implementing Jeremy's recommendations in their organisations will undoubtedly see the rewards and fruits of their investments.

### Elaine Bernalyn S. Cercado,

Managing Director and Executive Coach, POWERinU Training and Coaching LLP



Blain is addressing a critical need to engage the workforce, at all levels, in his book *'The Inner CEO'*.

I have supported and partnered with leaders who are driving change for two and a half decades. Over this period, we have researched times of transformation. We often asked, 'What will create the tipping point?' We speculated that it might be the convergence of emerging technologies, global connectedness, demographic shifts, and changing employee and consumer behavior. We knew the advent of a pandemic was real, but truly did not take this possibility into real consideration. But here we are. Blain provides a practical path to engaging the workforce, in every capacity to think and act like an 'In-Role CEO'. We often refer to the importance of engagement, but this explosively fast business transformation requires much more than engagement. We need to unleash our Inner CEOs in every capacity, at every level and Blain's book provides the roadmap and how-to for getting it done.

### Laura Goodrich,

One of the Top 10 Most Inspiring Business Women to Watch, 2020. U.S.A.  
Co-Founder, GWT Next  
Bestselling Author *'Seeing Red Cars – Driving Yourself, Your Team and Your Organization to a Positive Future'*



Jeremy and I have shared stages, screens and panel discussions and I have always witnessed him 'walking the walk' as an executive leader. He practises what he preaches, and I know his teams have always felt empowered to lead at their level. It is no wonder that he accelerated success of the businesses he led and managed, while fuelling high degrees of loyalty between him and his team. There was no how-to manual; no road map to make it happen; it was self-learned and self-taught.

I am delighted, therefore, to support Jeremy's launch of his new book '*The Inner CEO – Unleashing leaders at all levels*'. This provides readers at senior organisational levels and individual contributors with the blueprint to usher in a brand new age of empowerment. The book establishes early on what this means, why it is important and then spends quality time getting into the 'how-to' detail. It is a book that will make it a reality for those wanting to step up beyond their job description, and for those executive leaders who are ready to truly sponsor leadership at all levels in their organisations.

There is no better timing for a book like this, and the accompanying interviews with business, human capital and learning leaders bring the concept alive in a way that makes it so practical and so of the 'now'. Buy it, read it and implement it now!

### **Dr. Tanvi Gautam,**

CEO Leadershift Inc., Multi-award winning keynote speaker, author and executive coach



In today's uncertainty, success will come to those who embrace their Inner CEO and a culture of experimentation, boldness and trust. Jeremy Blain's practical tools and pragmatic insights are road tested in leading organisations. Use them to invite your inner CEO to thrive.

### **Joanne Flinn,**

author of '*Karma: How to Stay Calm and Productive through Crisis to the Recovery*'.  
Former Country Head Financial Services Consulting, PwC



Jeremy is the go-to expert when it comes to the future of work. As a long-standing researcher in workplace evolution, a successful international business leader and a non-executive director, Jeremy's powerful call to action is a valuable lesson for current and aspiring leaders across all markets and industries.

'*The Inner CEO – Unleashing leaders at all levels*' is packed with compelling insights on the forces driving unprecedented change in the workplace and underpinned with comprehensive strategies, at both organisational and individual level, to make leadership at all levels a reality. With easy-to-use tips, examples and tools this book gives you the why, the what and the how to meet the transformational needs of the modern workplace, while ushering in a bold new age of empowerment for organisations everywhere, and of all sizes.

In the post-pandemic era there has never been a book more necessary, relevant or more timely...a MUST read!

### **Tara Treanor,**

Ex-Head of Commercial Capability PepsiCo Australia and New Zealand.  
Executive Coach and Organisational Facilitator

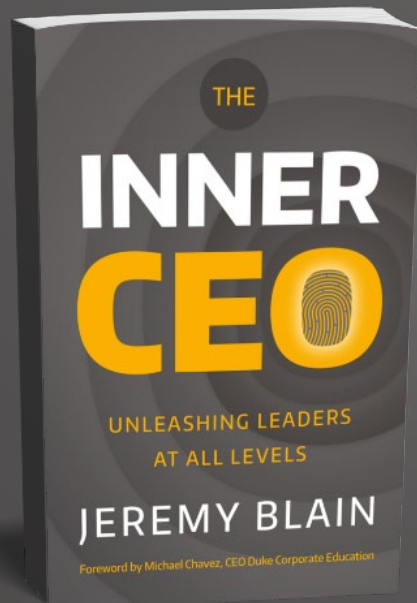


The last decade has seen the rise of the blended workforce and the determination of people across generations to embrace an entrepreneurial mindset. In a fast-changing world, it's clearly time to close the book on the traditional operational hierarchies and encourage all our people to 'unleash their inner CEO'. I have collaborated with Jeremy on several projects over the years and benefited from his wisdom, good nature and inspirational leadership. Jeremy lives and breathes the concepts in his book, and I hope it goes on to inspire countless others in their quest to make good things happen in their organisations. Highly recommended.

### **Neil Stoneham,**

Managing Director, Vxotree Ltd

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