



B&C Publicity

Beth Grossman 212.949.4071
Carina Sammartino 760.331.3547
bethgrossman555@gmail.com
carina@parallel33pr.com
www.bcpublicity.com

FOR IMMEDIATE RELEASE

**JIM BLAKE, CEO, APPLIES PRACTICAL SPIRITUALITY TO BUSINESS IN NEW BOOK,
THE ZEN EXECUTIVE**

March 16, 2022 —Today’s business environment requires a new kind of leader, one with empathy and flexibility. But how do you bring this sort of clarity and vision to your business? In his new book, ***The Zen Executive: Gems of Wisdom for Enlightened Leadership***, Jim Blake looks at practical spirituality as the foundation for good leadership. Drawing from his experience as CEO of the 130-year-old spiritual non-profit, Unity World Headquarters, and a lifetime in corporate leadership, Blake provides advice on how to lead teams, companies, and communities, while maintaining alignment with your principles and integrity.

Genuine and thoughtful, Blake illustrates his ideas with stories from his own experiences in a conversational and approachable style. The book is broken into four parts, starting with some guiding principles, then moving into work-centric practices like mission statements and leadership styles, then provides recommendations on how make it your own and use this foundation in your day-to-day work life.

In each section, he shows how these ideas and practices translate to a better, more productive workplace. For example, meditation can reduce stress and help control anxiety, improving concentration, memory retention, and feelings of acceptance, kindness and happiness. Then there is the concept of ‘creating flow’— that rather than being in a constant state of resistance, you can adapt a mind-frame to being open for success and thus creating opportunities vs shutting them down.

“The first area where we often see that business and spiritual practices can align for organizational success is the installation of a mission or purpose statement,” Blake writes. Similar to visualization and manifestation, a mission statement builds collective consciousness around an idea, thereby creating an energy unto itself in which the whole organization can get behind.

Religion and spirituality are different. This book is not religious but provides an understanding of connection to your own spirit and those around you. Blake argues that the most successful leaders take time to listen, observe, and be open.

The book is incredibly empowering for anyone interested in enlightened leadership. By challenging the reader to harness their own spirituality, it brings new ideas and concepts to the workplace to create success. “I have spent my career and life with one foot deeply rooted in seeking and learning spiritual truth and the other in corporate leadership, honing and sharpening my leadership skills,” Blake explains. “This book is a result of that journey and what I have learned along the way in merging the two paths.”

ABOUT THE AUTHOR

Jim Blake is the CEO of Unity World Headquarters, where he previously served as chief information officer and vice president of operations. Unity is a spiritual nonprofit founded in 1889 in Kansas City, Missouri. It helps people of all faiths and cultures apply positive spiritual principles in their daily lives.

Blake has held numerous executive positions in the corporate world, including as Director of Customer Operations for Landis+Gyr, a global leader in the utility industry, and as Vice President of Products and Technology for Rhythm Engineering.

Blake has a bachelor’s degree in computer science from Central Methodist University and a Master of Divinity from Johnnie Colemon Theological Seminary, the academic arm of the Universal Foundation for Better Living. He was ordained as a Unity minister in 2021.

Press Kit at bcpublicity.com/jim-blake-press-kit.

TITLE: THE ZEN EXECUTIVE: Gems of Wisdom for Enlightened Leadership

AUTHOR: Jim Blake

Available: May 2022

US \$16.95 (U.S. Only), 216 pages

Softcover 5.25" x 7.25"

ISBN: 978-0-87159-417-4

Praise for THE ZEN EXECUTIVE

“It takes courage to dare to be a different kind of leader, one who blends compassion and wellbeing of others with performance and profit. Jim Blake provides the steps for those who are willing to not only lead but to change lives professionally and personally—which benefits all. *The Zen Executive* provides valuable information for any leader seeking an authentic and fulfilling life and career.”

— **Scott Shute, author of *The Full Body Yes***
former Head of Mindfulness and Compassion at LinkedIn

“Spirituality in leadership? Most of us have a level of spirituality that guides us through our days but even at work? That is the perfect place to be a kinder, more thoughtful person. Jim Blake shares his vast experience as a seeker and leader in his new book "The Zen Executive". Written with understanding, humor and genuine caring, this is a book to help entrepreneurs, teams and anyone to live with authenticity in all areas of their world.”

— **Sharon Salzberg, author of *Real Happiness at Work* and *Real Change***

“The Zen Executive is a book whose time has come. It aptly and beautifully demonstrates how integrating spiritual principles with executive leadership principles is not only possible, but is critical to the fundamental health and wealth of any organization and the individuals within it. Jim Blake has written a deeply insightful, practical, and compelling guide for not only those in the executive suite, but for anyone desiring to live, work, and lead in a more thoughtful, kind, and heart-centered way, grounded in love, and with compassion as their bottom line. This is the kind of inspired leadership we need for these times.”

— **Michael Bernard Beckwith**
Founder & CEO, Agape International Spiritual Center
Author, *Life Visioning* and *Spiritual Liberation*

"Leaders who are integrating compassion, intuition and self-care practices into mission-driven leadership will find Jim Blake's *Zen Executive* of great value."

— **Ken Druck, Ph.D., author, *The Real Rules of Life, Speaker and Organizational Consultant***