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LEADERSHIP DEVELOPMENT

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Executive Discovers Connection Between Business and Ballroom

(COLUMBUS, OH) – Warren Buffett and Fred Astaire. Initially these two legends don't appear to have much in common. A Columbus professional might just change that. An executive coach and expert at leadership development by trade, Jessika Ferm of J.Ferm was bitten by the ballroom bug in the spring of 2009 as a way to relax and unwind. What began as a hobby to balance her 70-hour work weeks quickly became a consuming passion that's led her to first place finishes in competitions in Columbus, Atlanta and Boston. It also led her to more closely consider the role of follower in her leadership development teachings.

"I typically help people learn skills that let them continue to charge forward, communicate better and achieve their goals. It wasn't until I began dancing that I realized how intertwined the role of follower is to leading," said Jessika Ferm.

Her discoveries are part of a new J.Ferm course offering, "So You Think You Can Lead, But Can You Follow?" that includes elements of ballroom dancing to help business professionals understand and improve their followership skills.

"I've found it stretches people in a good way to expose them to a new discipline that gets them out of their heads and into their bodies," she said. Followership is a fairly new concept. A Google search of "leadership" and "followership" shows a nearly 900-fold size difference in number of web pages devoted to each topic. Ballroom dancing is a fitting metaphor because it demonstrates how engaged and active the follower role can be, and how important it is to leadership success.

J.Ferm's next "So You Think You Can Lead But Can You Follow?" workshop will be held at Sparkspace in Columbus, Ohio on Friday, August 20th, from 9:00 a.m. to 12:00 p.m. More information on the workshop is posted at

<http://jferm.com/documents/SoYouThinkYouCanLeadOverview.pdf>



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J.Ferm is a leadership development company founded in 2002. The company is headquartered in Columbus and has offices in Boston and Gothenburg, Sweden. It offers comprehensive leadership and executive development products, such as executive coaching, consulting, telecourses, workshops, assessments and keynote speaking. Ms. Ferm is a Professional Certified Coach who often works with dominant executives who are interested in becoming more powerful communicators and leaders. She was named a "Top Ten Executive Coach" by *Women's Business Boston* and a Forty Under 40 rising leader by *Columbus Business First*. Further information about J.Ferm is available at (614) 441-8972 or at www.jferm.com.

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