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MOST INFLUENTIAL  
**LEADERSHIP  
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IN 2024

## *Igniting Potential and Redefining Leadership*

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**K**ristin Lytle, the dynamic Owner and CEO of The Leader's Edge, is on a mission to help organizations stop wasting potential. With over two decades of experience in Human Resources and talent roles, she brings a wealth of practical knowledge and a deep understanding of what it takes to develop leadership that drives success.

Kristin's passion for talent development began during her 20 years in corporate America. "I fell in love with this area of the business because it gave me the chance to identify talent and accelerate their growth," she recalls. Her hands-on experience working with organizations globally has cemented her belief that the success or failure of any company fundamentally hinges on the strength of its leadership.

Throughout her career, Kristin observed a recurring theme: untapped potential. "I saw what was possible when talent was truly supported, but I also saw so much of it being wasted," she says. This realization sparked her desire to make a larger impact, transforming challenges within organizations into opportunities for individuals and businesses to thrive.

At The Leader's Edge, Kristin is dedicated to equipping leaders with the tools they need to navigate the complexities of their roles. She is driven to help managers overcome the challenges, frustrations, and political roadblocks that often arise in the absence of strong leadership. "Executive coaching and leadership development are too often limited to a select few," Kristin explains. "I want to broaden access

**Kristin Lytle**

CEO,  
The Leader's Edge



and empower more high-integrity leaders to rise to the top."

In her role as CEO, Kristin is redefining what it means to lead with purpose, ensuring that leadership development isn't just a privilege for the few but a pathway for many.

### **Bringing Leadership Insights to Life**

At The Leader's Edge, two principles set the organization apart. The first is a commitment to "saying the quiet part out loud." Kristin Lytle and her team excel at breaking down complex concepts into simple, relatable analogies. "We

find ways to turn insights into action," Kristin explains, emphasizing that practical application is key to real transformation.

The second differentiator is the caliber of their coaching team. With professionals who have held C-suite roles across more than 20 industries, The Leader's Edge boasts a deep bench of coaches equipped with diverse leadership experience and top-tier coaching credentials. This unique blend enables the organization to offer tailored solutions for clients navigating varied leadership challenges.

Kristin's extensive background in talent management adds an extra layer of depth to her approach. Having led hundreds of succession planning meetings and talent reviews, she understands the inner workings of leadership decisions. "There's so much that happens behind closed doors in those discussions," she notes. This insight enables her to guide clients on positioning themselves for promotions, leadership roles, and other critical opportunities.

One of her primary goals is to empower individuals to take control of their careers. "I never want someone to hold themselves back,"

she says. Kristin focuses on helping clients articulate their value, advocate for themselves, and accelerate their development.

One of her most impactful strategies is the 3-3-3 method, which helps clients manage stress and reframe challenges. "A client recently told me how transformative it has been," she shares. "Instead of wasting mental energy on a difficult moment, she now asks herself, 'Will anyone remember this in three hours, three days, or three weeks?'" This approach has become a cornerstone in Kristin's toolkit, enabling leaders to maintain focus and clarity.







### The Fundamentals of Exceptional Leadership

Leadership today demands calm, clarity, and, most importantly, sound decision-making. According to Kristin, “The strongest asset a leader can have is their decision-making acuity.” As leaders advance, the weight of their decisions grows, and great decision-making stems from earned confidence, broad capability, and resilience—skills that are developed, not innate.

Kristin emphasizes the importance of tough conversations in driving meaningful change. “You have to be willing to say the unpopular thing, even when it’s uncomfortable,” she states. It’s not enough to avoid difficult discussions under the guise of kindness. “Is it truly kind

to withhold feedback that could help someone succeed?” she challenges. Honest feedback is a cornerstone of trust and growth within teams, even when it feels difficult in the moment.

For Kristin, self-awareness is another critical trait of effective leadership. Leaders must reflect on their emotions, decisions, and behaviors to ensure they are acting with authenticity and empathy. “If we experience stress, we need to recognize it and recenter,” she explains, stressing the importance of self-regulation to avoid projecting negative behaviors onto others.

Fear, Kristin notes, often lurks behind leadership struggles—whether it’s fear of judgment, fear of failure, or fear of looking uninformed. “Acknowledging how much fear

is influencing your actions is vital,” she says. By confronting these fears, leaders can create a more honest, empowered environment for themselves and their teams.

Ultimately, Kristin’s philosophy centers on building trust, fostering self-awareness, and committing to authentic leadership practices. By addressing these fundamentals, she helps leaders navigate today’s fast-paced business environment with confidence and clarity.

### Breaking Barriers to Leadership Diversity

Despite significant strides in the workplace, women remain underrepresented in top leadership roles, holding just 29% of SVP or C-Suite positions. This lack of representation often leads to competence-based microaggressions, such as having their judgment questioned or being mistaken for someone in a less senior role. These challenges persist even as the case for diversity becomes increasingly compelling.

Kristin Lytle highlights the tangible benefits of inclusive leadership: “Inclusive leaders see a 29% increase in team collaboration, a 17% boost in team performance, and a 20% improvement in decision-making quality.” The data leaves little doubt—diversity and inclusion are essential for effective leadership.

Kristin points out that organizations with homogenous leadership teams struggle to fully understand and serve a diverse customer base. “If your organization wants to serve a large customer base, how can you accurately meet their needs with only one type of leader making decisions?” she asks.

To address these disparities, The Leader’s Edge has developed signature programs such as *EXCEL for Emerging Women Leaders* and *A Leadership Experience for Black Women*. These programs are designed to close the gaps in leadership representation and run multiple times a year, equipping underrepresented groups with



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the skills and confidence to excel. “Our approach ensures that every client is supported through an inclusive framework,” Kristin explains.

### Tailored Leadership for Individual Success

Leadership development is not a one-size-fits-all journey, and The Leader’s Edge stands out for its personalized approach. “We find it essential to understand exactly what our clients are experiencing and align our coaching solutions to their unique needs,” Kristin says.



The process begins by assessing the goals of both the individual and the organization. With a strong team of executive coaches boasting diverse perspectives and extensive industry experience, The Leader’s Edge carefully matches each client with a coach whose background aligns with their specific challenges.

This customized approach addresses a growing issue in leadership pipelines: the lack of actionable feedback. Kristin observes that many organizations fail to provide consistent, meaningful feedback due to overtaxed leaders juggling unprecedented demands. “People often don’t realize the full impact of their actions,” she notes.

The Leader’s Edge is deeply committed to cultivating high-integrity leaders who can navigate these challenges effectively. “We need more high-integrity leaders across all organizations and governments,” Kristin emphasizes. Her mission is to support these leaders as they rise, ensuring they succeed without succumbing to burnout.



The Leader’s Edge is deeply committed to cultivating high-integrity leaders who can navigate the challenges effectively

### Shaping the Future of Leadership

The workplace is undergoing a transformation, with inclusive leadership and AI integration taking center stage. The Leader’s Edge has embraced these shifts, adapting its practices to stay ahead of the curve.

To foster continuous learning, the organization hosts quarterly sessions where experts share insights into emerging trends. This ensures that its executive coaches are equipped to meet clients where they are. Additionally, The Leader’s Edge benefits from the expertise of a dedicated Vice President of Research and Workplace Trends. This role focuses on analyzing evolving





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dynamics and ensuring leadership programs remain cutting-edge.

Kristin's vision for the future is bold: to help one million leaders by 2035. "For my role, success means enabling my team to take the right steps toward achieving this goal," she explains. To make this vision a reality, Kristin prioritizes two critical responsibilities: safeguarding the organization and driving its growth.

"All my decisions and investments point back to these priorities," she says. This clarity of purpose allows The Leader's Edge to navigate a rapidly changing leadership landscape while staying true to its mission. By doing so, Kristin and her team aim to inspire leaders to rise to the challenges of tomorrow with confidence, inclusivity, and innovation. ■