

*Skills That Build: The Hard Science of Soft Skills for Work and Life*  
By Gina M. Wilson, MS

**Press Kit**

**50-word bio: Gina M. Wilson, MS**



Kelli Wilke, Photographer

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Holistic executive coach Gina M. Wilson, MS, works with organizations and aspiring leaders to inspire and empower personal and professional growth through evidence-based practices. Founder of System Strategies Consulting and Coaching, experienced software developer, healthcare strategist, college instructor, and management consultant, Gina brings a contemporary perspective to applied psychology and coaching.

**200-word Book Description:**

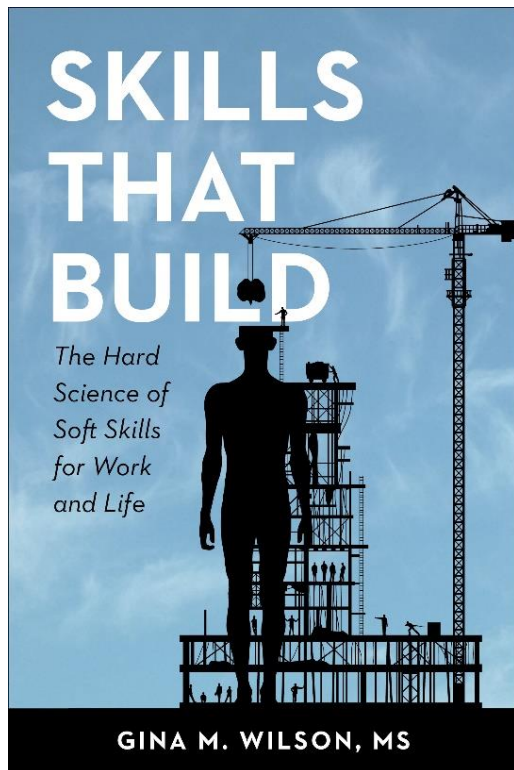
*Skills That Build: The Hard Science of Soft Skills for Work and Life*

Demand for leadership coaching has skyrocketed worldwide in the last five years, but few people can afford a professional coach. Even fewer receive coaching for career development and personal growth through their employer. Busy racking up buzzworthy credentials on their own time, today's emerging workers and mid-career professionals teeter precariously between personal and career aspirations.

Successful leaders must first lead themselves. This book becomes the virtual coach on the bookshelf as readers learn and master career-advancing skills that promote psychological health and well-being. Anyone can learn these behaviors and enhance their current repertoire using this evidence-based guide. *Skills That Build* is the intersection of cognitive psychology, business, and well-being, offering readers an accessible means to coach themselves and gain valuable success-generating behaviors in four critical areas.

Through stories from coaching clients, groundbreaking scientific research, examples of business applications, and exercises to hone and master new behaviors, this book demonstrates actionable techniques and empowers readers to jump-start their uniquely personal strategies for growth.

If you are ready to propel your career to the next level, if you are striving for both a successful career and a fulfilling life, *Skills That Build* provides the missing credential in your healthy success tool kit.



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***Skills That Build: The Hard Science of Soft Skill for Work and Life* by Gina M. Wilson, MS**

Learn and master career-advancing behaviors for psychological health and well-being, using this book as the virtual coach on the bookshelf. Published by Bayfront Press.

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Available for purchase at [ginamwilson.com](http://ginamwilson.com), through Ingram, Amazon, and booksellers everywhere.



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Written for the early to mid-career workforce, *Skills That Build* can also benefit seasoned professionals who aspire to hone and master learned behaviors that promote psychological health and well-being. The book makes a perfect gift for the new graduate, young professional, or someone looking to expand their understanding of well-being science and its application in the workplace. *Skills That Build* will also be useful to corporate leadership, in community wellness programs, and in management and workforce training initiatives.

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**20-word book description:**

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**200-Word Bio: Gina M. Wilson, MS**

Gina M. Wilson holds a Master of Science in Cognitive Psychology from Villanova University and earned her undergraduate degree in psychology from the University of Delaware. Her interest in leadership psychology began while writing her graduate thesis on employee performance and through extensive experience as a management consultant in the tech and healthcare industries. She obtained coach training through the Center for Coaching Certification and continued study at the Institute of Coaching at McLean Hospital, a Harvard Medical School affiliate.

Gina's unique approach to coaching embraces the convergence of psychology, business, and well-being. She founded System Strategies Consulting and Coaching, a boutique management consulting firm, over 20 years ago, and is an experienced software developer, healthcare strategist, college instructor, and business owner. Her clients include professionals, business leaders, healthcare systems, higher education and government organizations, nonprofits, small business owners, corporate teams, and individuals aspiring to grow personally and professionally. Gina has served as board member for the Mental Health Association in Delaware and continues to promote mental health awareness. Beyond work, Gina enjoys paddle boarding, doing Zumba, singing in a chamber choir, and spending time with her family in their coastal Delaware home.

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## Book Reviews

“Overall, this book was a quick and easy read with a lot of powerful content. It was thought provoking and provided many questions for self-assessment and reflection. The real life scenarios and cases in each chapter really brought the content to life and how to put into practice. I can see this being a valuable resource in any managers, or leaders tool-kit!” - **Frank DeSantis, V.P. Customer Experience, Stanley Black & Decker**

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“*Skills That Build* is a motivating read for anyone looking to reach their goals and thrive in their workplace or in a personal setting. The author’s voice is clear and accessible as she describes a variety of achievable skills that drive us toward better performance and perhaps more importantly, greater wellness. Her strategies are based on numerous medical and social science research studies, and supported by years of coaching and consulting. Practical exercises throughout the book provide a gently challenging opportunity for readers to develop their skills. The book provides realistic, doable activities along with inspiration to build a more intentional, fulfilling life.” - **Emily Vera, LCSW, Executive Director, Mental Health Association in Delaware**

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“Gina’s book on soft skills, communication and resilience being just two, details the science behind these skills and provides practical and easy to use tools to assess and build these skills in our own lives. The book is easy to read, compelling, and extremely helpful in learning about and building these skills which are invaluable not only for the work place, but also for one’s own personal life and relationships.” - **Cheryl J. Carleton, PhD, Associate Professor, Economics, Director, Villanova Women’s Professional Network, Villanova School of Business Villanova University**

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“Gina Wilson, MS skillfully integrated findings from science and cognitive psychology to show us how we can develop a repertoire of skills to be the best we can. Communication, empathy, value-based prioritization, and resilience are the soft skills that build and sustain us. This is masterfully articulated and excites one to set goals for change with a smile.” - **Phyllis J. Stewart Ph.D., Licensed Clinical Psychologist**

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“*Skills That Build* is a great resource for emerging as well as experienced leaders. The author’s storytelling generates self-reflection and the built-in exercises are applicable to any leader. From the title to the end of the book is a belief in individuals’ ability to grow their personal leadership skills for success and wellbeing in any environment! Diving deep into the four skillsets for effective leadership through this book will help anyone who works on or leads a team.” - **Alison Travers, Ed.D., Leadership Specialist, University of Delaware**