

# About Patrick Jinks, MBA



As an award-winning professional photographer, TJP President Patrick Jinks has learned the value of viewing leadership challenges through the right “lenses.” Changing perspective can make all the difference when faced with the latest challenge.

Following over two decades of nonprofit executive leadership, Patrick “changed lenses” and now serves the social sector from a different perspective. His successful leadership as a nonprofit CEO gives him unique insight into the challenges and opportunities nonprofit leaders face.



Patrick is a certified leadership coach, professional speaker, facilitator, planner, and trainer with a proven 22-year track record in organizational leadership. He is also a **Certified Influencer Trainer through Vital Smarts** — the people who brought us *Crucial Conversations*.

Patrick is the author of ***Strategic Fail: Why Nonprofit Strategic Planning Fails, and How to Fix It***. He also co-authored ***Success Starts Today*** with Jack Canfield (*Chicken Soup for the Soul* author), and ***Taking the Leap: How to Build a World-Class Coaching Business***, with Canfield, and World #1 executive coach and best-selling author, Marshall Goldsmith.



Patrick is a member of the **Forbes Coaches Council** and regular contributor to Forbes.com, an **adjunct leadership coach with Leadership Systems, Inc.**, and has served as adjunct faculty for Millersville University’s Nonprofit Resource Network (in Lancaster, PA), and for United Way Worldwide’s **Center for Community Leadership** at the Mary M. Gates Learning Center in Alexandria, VA.

Patrick is a recent past president of the **Blue Ridge Institute**, a national network of nonprofit and community service executives. He is a two-time training award winner through the Association for Talent Development, and he is a teaching member of **The Right Question Institute**, and a member of the **National Association of Experts, Writers, and Speakers**.

Patrick is featured in 2018 as a *Game Changer*® and a *Master of Success*® in forthcoming editions of the **USA Today** and **Wall Street Journal**, respectively. His unique combination of strategic planning and leadership coaching is featured on *Success Today*, airing on **CBS, NBC, ABC, and FOX** affiliates across the country.

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The JINKS  
Perspective

See the goal. Chart the path. Lead the way.