



Alexandra Joy  
The Meeting of Two

## LEADERSHIP, STRATEGY AND CULTURE GUIDE

*Creator of the 10 Degree Shift© and Custodian of the Valley of Joy, Alexandra Joy, AJ, facilitates at conferences and runs development and coaching programs for leaders. She is committed to helping people prepare for tomorrow by aligning their leadership today. Her philosophy and the technology behind the 10 Degree Shift can be summed up in two words – compound effect. The compound effect of all the small shifts a leader makes each day out can add up to creating trust and high performance.*

AJ is a strategic thinker obsessed with the idea of freedom. While many are painting a scary view of the future she sees one full of potential. Whether it's what she writes, her support through coaching and facilitation or her sage advice from the stage, AJ communicates on three things: shifting from fear and to love, removing tension and replacing with alignment and inspiring leaders to do the deep inner work and make small continual shifts in pursuit of a better future for all.

Through her service AJ has helped thousands of leaders all over the world harness their inner power to end their struggles with using force and to build trust. A former large corporate company Director with an MBA, AJ is no stranger to the pressures that corporate life, career, investing and business travel can put on the joy of life. She began her journey to healing and experienced profound awakenings in India and Australia helping her overcome challenges with autoimmune disease, adrenal fatigue, emotional trauma and dysplasia through yoga therapy, meditation, forest bathing and doing the deep inner work to raise her consciousness.

**Today** AJ is on a mission to help leaders to grow personally and professionally so they can become the brave new leaders of the future, one that balances people, planet, profit and purpose. AJ combines her Masters training in leadership and communication coupled with her NLP and coaching and yoga therapy skills over 15 years leading and managing teams and 10 years consulting to public and private companies to provide vital insight into human behaviour, leadership and organisational change.

She believes it is impossible to make sustainable change in an organisation without a corresponding change in the leader's beliefs, behaviour and philosophy. Her approach therefore is to combine leadership development, personal growth and human potential with market insights into future of work globally.

As a practicing servant leader, she is generous with her time – she is a founding board member of the [Got Your Back Sista](#), the Founder and Chair of the [Professional Communicators Network](#) a Founding Board Member of the Yakuway Indigenous Corporation and the Co-Founder of [Human Power](#).

Find out more here [www.alexandrajoy.com.au](http://www.alexandrajoy.com.au)

