ALEXANDRA JOY

SMALL SHIFTS BIG IMPACT

5 Shifts to change your life for the better

01

SHIFT YOUR BODY

Water pools muddy in ditches. Rivers run clean and clear without obstacles. Don't let yourself find excuses, get out and move your body in some way every fricken single day.

02

SHIFT YOUR SH$%

Bad mornings don't have to be bad days. If you wake up sad, grumpy or lonely don't let it spoil the whole 24 hours. Find one small thing you can do to SHIFT your mood and do that ASAP.

03

SHIFT YOUR FOOD

Our body is the cumulation of everything we have eaten, so make today the day you add in one serve more healthy green leafy vegetable. Green is power!

https://www.alexandrajoy.com.au/

04

SHIFT YOUR MIND

Successful people don't just think big, they also do the work in the weeds, the little itty bitty shifties that will move the needle forward. Read a book, plan an action, move a little bit further towards growth each and every day.

05

SHIFT YOUR VISION

Get clear on what you do want and what you don't want - believe in the impossible, ditch the doubt, dump the downers and clean your lense and your slate so you are focused on your purpose.

READY FOR MORE SHIFTS?

Join me for the 10 Degree Shift Program and discover more small, sustainable shifts to live longer, easier, healthier, and happier.

FIND OUT MORE

YOUR SMALL SHIFTS

TRACKER

TRACK YOUR SHIFTS DAILY FOR ACCOUNTABILITY AND PROGRESS

SHIFT TYPE	ACTION	M	T	W	T	F	S	S
Shift your body								
Shift your sh$%								
Shift your food								
Shift your mind								
Shift your vision								

DECIDE ON A SMALL ACTION YOU CAN TAKE DAILY RELATED TO EACH SHIFT, THEN TICK EACH DAY YOU DO IT.

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G'DAY, I'M AJ!

So, you most likely saw my ad or a post and opted in to find out how this 'too good to be true' offer works!

Firstly, I would like to say if I was you, I would be skeptical too. This internet is full of fake promises and many of us have been burnt by "coaches" without substance who have just hung out shingle and asked for money. And I'm guessing you're time poor, so let's dive in.

I was time poor too, and stressed but successful, I have always been a high performing leader. I worked my way up the corporate ladder and along the way I invested around $200,000 in higher education, a grad dip, a masters, professional programs, leadership and person- al development and I speak to people daily who have had similar experiences. Always striving, always driving but never quite feeling like they have arrived and are thriving.

For a long time I thought that being a great leader meant I had to sacrifice my health, my hobbies and my relationships. I felt I was doing everything 'right', working LONG hours, following the norms and sure I was achieving, but I was burning out at the same time. I was sacrificing my personal and social life and my health, yet always felt I was never doing enough regardless. I suffered from burnout, adrenal fatigue and brain fog. It was like constantly waiting for something to finally click but it never did. Admitting to myself that everything I had worked so hard to achieve was not fulfilling me, was a hard pill to swallow.

After 15+ years leading teams and cultures in large organisations and government agencies, 10+ years in my own consultancy and 10+ years diving into the personal development, yoga therapy and human potential industry, learning everything I could get my hands on, I knew there must be a better way.

So about four years ago, pre-covid, I embarked on journey to find a way to bring having a high level corporate professional career and having a life that is joyful, meaningful and stress free, together – I call it the meeting of two.

I spent time developing my unique path and built a simple, sustainable model around that. I read widely, I interviewed lifestyle medicine practitioners, I spoke to corporate executive clients' and I studied the global research on longevity and wellbeing such as the Blue Zones.

I began to test and measure different approaches on myself and with permission, with clients. What I discovered was that sometimes

YOU HAVE TO SLOW DOWN IN ORDER TO LEVEL UP.

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Many health, wellbeing, leadership and personal development programs I researched were built on rigid rules, impossible guidelines and overwhelming actions that must be followed exactly in order to see any results. I believe this approach sets people up for failure, adds additional pressure and teaches us to fear change rather than creating simple success habits that are both easy to adopt and easy to maintain.

So, I invested (an eye watering amount) in trialling solutions and studying other people's research and programs. I tested and analysed SO MUCH and as I bought and tried numerous programs, from exercise, mindfulness, leadership and daily habit strategies to spiritual, weight-loss and I found my results were fleeting, the overwhelm returned and that I often didn't have the oomph in me to complete the program. I'd sign up, look at a video or two, read a couple of pages and then give up as it was too complex to track, measure and follow. I just didn't have the bandwidth to meditate 30 minutes a day, track my macro nutrients and fill in pages of online questionnaires.

Many of the programs I trialled got results in the first week or two however were too radical a deviation from my normal life to gain traction and stickability beyond that. Which simply left me feeling like a failure again.

I began to speak to more busy professionals and noticed that many of them were also lacking clarity on what they really wanted, settling for what they had while feeling unsatisfied in many areas of life, particularly Career, Relationships, Health and Purpose.

I tested and analysed SO MUCH, and thankfully I found a better way.

My intention was to create a framework that provides structure and a replica- ble system to allow busy professionals to undertake a series of small shifts towards their own ideal career and lifestyle that is based on their circum- stances, passions, talents, strengths and skills. The outcome: The 10 Degree Shift Program.

I found the set of specific ingredi- ents combining intellect and intuition with health and wellbeing as well as resilience, empowerment and leader- ship for multi-layered transformative change that deeply and sustainably integrates the mind, body and soul, in less than 90 days so you can do less and be more.

Post Covid world as I've been working with leaders they've told me that the things that used to work well and get them results have become less effective too.

Three themes sprang forward:
1. work and home became completely blended without separation
2. people are exhausted and can't contemplate attempting any major change commitments
3. leaders who were once very goal driven are finding themselves lost and needing some direction, support and accountability to make change happen.

I tested, trialled tested, retreated, ran Beta groups and built an easy-to-follow program that is proven, repeatable, low cost and PERFECT for executives, leaders and busy A Type people.

Our Shift Coaches will support you to make shift happen for yourself so you have the power, and can continue to use it for the rest of your life. Invest ONCE and have a lifetime return, unlike most programs that once you stop paying cut you off from the curriculum and com- munity. This program is literally a life transformer. If for some odd reason you don't begin to see shift happen we will work with you for free until you do. My coaches are all Alumni grad- uates of the program – they have all been shifters themselves so they know what it feels like and they are continually working through the shifts in their own lives too.

I have built the 10 Degree Shift my life around supporting humans to get clear on what they want, and eliminate all the ways they get in their own way, so they can just do the thing they really want to! It is a simple process to enhance your mindset and upgrade your life. No more playing the slot machines and guessing which of the different programs, fads or modalities might work for you. I am not one of these coaches who drags out the program or makes you sign up to do more work so that you spend more money, wasting your valuable time for months or years. This is pay once for life and move towards doing less and being more.

This affordable 12 week program is designed to help you stay connected, informed and on track with shifting to a better way of living and leading that helps you get more out of life. Through the program you will receive the tools you need to maintain and enhance your way of living, relating and being in the world and with others while improving your quality of life.

I guide you through the techniques and then give you the tools so you have the power and can continue to use them forever. Invest ONCE and have a lifetime return, and yes this program has been successful with dozens of people, so the guesswork has been taken out of it for you.

Even better, you don't have to do it alone. Through the program you'll be tapped into a growing community and alumni who have begun making the shift and are keen to cheer you on your journey too. When you surround yourself with good humans who genuinely want to see you live, grow and glow you're even more likely to succeed and reach your goals. This is not about willpower. It's not about radical change. It's not about restriction. It's not about beating others. It's about loving you, loving life, loving living. Making change for the better can be easy, fun and pain free.

If you are ready to get out of exhaustion and overwhelm and gain more joy and fulfilment and enjoy the fruits of your hard work, then book a time for a conversation with our team so we can discuss EXACTLY how this could transform your life.

Big Love and kooee from the bush,
AJ

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