



DO LESS. BE MORE.

*With AJ*

# MAKE THE SHIFT **START THRIVING AGAIN**



Help and hope for professionals experiencing symptoms from Burnout, Life Stress or Dealing with a Toxic Workplace, including Adrenal Fatigue, Brain Fog, Weight Gain, Inability to Sleep or Focus, Chronic Fatigue Syndrome, Long Covid, Hashimotos, Aches and Pains.



ALEXANDRA JOY

In a post-pandemic world, unleashing your full potential isn't just a career advantage - it's essential to living a great life! Often we experience set-backs in life and work however due to physical, mental and spiritual challenges affecting our energy, mood ability to cope and wellbeing.

That's why the 10 Degree Shift was created.



### Why us?

We are here to help because we've been there too. All of our coaches, practitioners and support staff have experienced one or many of the symptoms you may be experiencing right now, and we know what it takes to improve and recover and make shift happen.



### What do we do?

Here at the 10 Degree Shift Program, we have a team of professionals covering every aspect of making the shift to recovery. We give you the tools, strategies and practical actions to guide you through shift by shift and beyond.



### How we do it?

Our Program works because we combine personal experience and small shifts with support through curriculum, coaching and community to ensure you're making progress and getting results to get back to thriving.

## What is the 10 Degree Shift Online Program?

The 10 Degree Shift Program is a holistic coaching program that takes you by the hand and guides you, shift by shift, on a journey of learning and understanding. It helps you make sense of your current situation and teaches you how to change it for the better.

The Online Program teaches you how to make small sustainable shifts to:

- Build a baseline and make consistent progress without constant yo yo setbacks
- Improve your mindset and ability to ease anxiety, stress and worry
- Build more strength, suppleness and stamina in your body
- Let go of emotions, such as anger, guilt or shame that may be holding you back
- Set clear and firm boundaries and voice them
- Restore and regulate your dear body's nervous system and adrenals
- Have hope and get excited about creating the life, career and legacy you want
- Build the strong foundations to become a great leader worth following.





## Be Inspired...



*"It was such a great turning point in my life when AJ introduced the 10 Degree Shift to me.*

*I went from size 16 with high blood pressure, constant heartburn, anxiety and lack of sleep, to size 12 with normal blood pressure, no heartburn, no midnight wake ups, and I've never felt calmer and more at ease.*

*I lost 20 kgs in a year without feeling restrained or restricted (the food I eat now makes me feel great and I don't bother to count calories), I don't have to work out, I have more focus and flow at work and my quality of life is so much better, thanks to these small shifts. Highly recommend!"*

**- Marissa Roberts**





## Our Founder AJ's Story

When I first started my wellbeing and life changing journey, I struggled... **A LOT!**

I didn't hate my career, my life or my body, but I knew how I felt on a day to day basis wasn't how I wanted to feel for the rest of my life.

Hashimotos and pre diabetes made me puffy and sluggish, and while I've always loved my career, I was spending a lot of time and energy on every project I was working on and felt like I was always sacrificing one thing in order to find space to focus on another - my health and energy, or my work, or the fun part of life.

I had climbed the corporate ladder, had some decent success, invested in property and bought the fancy cars and shoes.

I was successful, but I was also time poor and stressed. Always striving, always driving but never quite feeling like I had arrived and was 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.





## **A successful career couldn't be the only highlight of my life.**

I was so busy, I had no time to maintain friendships and family ties. Even my own late mother when I called her would say “I know you’ve been busy.”

That used to cut me to the core, and yet no matter how hard I tried, I couldn't seem to create the space to take a breath.

### **Something needed to change... But I already had enough on my plate. How on earth could I fit a new lifestyle change into an already busy career and life?**

My goal was to build a simple, sustainable model around that, and I embarked on a learning journey that would take me down many rabbit holes as I was developing my unique path.

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 trialled solutions and studied other people's research. I bought and tried numerous programs from exercise, mindfulness, leadership and daily habit strategies to spiritual, weight- loss, detoxes and juice cleansers.

My initial results were fleeting, the overwhelm returned and 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, but were such a deviation from my normal life that I found it hard to gain traction and stick to it.

### **So I decided to take what I'd learnt and simplify my approach to it.**



I wanted a sustainable lifestyle change that was *simple to action and would help me feel good now and later* - even 50 years later!

I began with small shifts focusing on rest, digest, sleep, yoga and calming meditations.

I started seeing some great benefits that consistency brought me - mental clarity, relaxed attitude, a level of ease.

And when it worked for me, I started testing it with my friends and clients.

## The Outcome: The 10 Degree Shift Program.

### Our Mission For the 10 Degree Shift

The Leading Online Program for people struggling with symptoms of burnout and fatigue.

To help leaders and people struggling with illness and anxiety anywhere in the world, to improve the quality of their health, wellbeing and start creating a career and living a life where they thrive.

WANT TO SEE INSIDE THE PROGRAM?





# Meet Our Coaches



## Nosh Darbari

Internationally experienced tech product leader, instructional designer, and facilitator Nosh Darbari is a lifelong learner with a curious mind and is passionate about crafting better experiences using Human Centred Design along with other strategies and methodologies.

With an eye for detail, effective communication skills, and a high degree of Emotional Intelligence, Nosh thrives on simplifying experiences and helping people free up their time so they can focus on high-value actions.



## Kim-Cherie Davidson

Communications and engagement expert Kim-Cherie Davidson has more than 15 years' experience in media, not-for-profits and mentoring.

KC's passion lies in being a conduit for heart-centred, community-enhancing people, projects and organisations.

She uses her skills coupled with compassion, courage and integrity to guide them to develop, grow and shine.



## Kelli Mason

Kelli is a Community Services Business Owner, Wife, and Mum to 2 teenage boys who can certainly relate to the day-to-day stressors of life. Kelli's journey of self-improvement started over 5 years ago and she's always looking at ways to improve, learn and grow. This certainly shows in Kelli's life and business as she continues to show up for herself and everyone else.

Kelli's CrossFit Community Tribe also compliments her journey while she continues to improve her mental health, strength, wellbeing and be a cheerleader for her fellow gym buddies. Kelli says the 10 degree shift program is exactly what her life needed, and that small incremental shifts is a lifestyle that she can continue to embrace no matter what is thrown her way.



### **Belinda Wallis**

Life coach, intuitive empath, author and speaker Belinda Wallis provides clarity around issues and simple exercises, perspectives and actions to take to improve your quality of life.

Belinda copes well with being thrown in the deep end, taken out of her comfort zone and learning new concepts and applications and her leadership style is by facilitation, inclusive and collaborative.



### **Desley Barrett**

Desley's work life has always been in HR/Payroll & Finance but her passion has always been, being a positive light to those around her. She originally started out in sport and was quite successful, as a player and coach, which taught her so much about team work and wanting everyone to achieve and be their best. She loves winning in a healthy, collective way.

Desley is a trained Yoga teacher who loves inspiring and cheering people on and wants them to win at life. She loves self development and continues to learn and grow and inspire others to do the same.



### **Malliga Omkar**

Malliga is a medico, GP and her passion in life is to motivate fellow humans to bring out the very best in them so that they can enjoy a loving, caring, peaceful, healthy and happy life. As a motivator, focusing on health and wellbeing, she encourages people to focus on their daily healthy lifestyle that enables them to feel active, energetic and empowered and purposeful. Malliga aims to motivate her patients and clients to realise their own potential as divine beings and feel the ocean of love peace and happiness that emanates from their ❤️ hearts for all.





# Some Common Experiences



*"I'm always looking for ways to lower stress and improve my mindset and when I came across the 10 Degree Shift I knew it was something that would help me on my journey to health and happiness. It's helped me build confidence, take action and feel so much better, lighter, happier, more content."*

**- Kelli Mason**

*"During the 10 Degree Shift Program my successes included shedding 4 kilograms of weight, feeling more calm and less overwhelmed at work and lengthening my breath and exhale exponentially."*

**- Kim-Cherie Davidson**

## Here's Exactly What's Covered in the Program

### MOVE MORE



Let's get your body feeling alive again with simple and enjoyable movement built into your daily life.

### STRESS LESS



How to reduce and eliminate your stressors so you can feel ready good whenever you want.

### PLANT POWERED



Understand our nutritional needs as human organisms and how they vary according to your body type.

### GROWTH MINDSET



Learn how to ditch the limiting beliefs and mind chatter for a much calmer and kinder life experience.

### CLEAR PURPOSE



Purpose is what sparks your soul and brings motivation and positivity to your life, and we'll get to the heart of yours.

### STRAIGHT TALK



Find your own perfect sense of alignment by speaking your truth and being true to who you really are.

### SHARED VALUES



The basis for which you make decisions, set goals and establish relationships and live a life that lights you up.

### TRIBE VIBE



We'll look at who you spend your time with and the powerful effect it can have on your life & wellbeing.

### FAMILY FIRST



Re-establish your family connection for more love, support and honesty in your life, both giving and receiving.

### COMMUNITY COUNTS



Giving is living and being part of a like minded community truly nourishes us mentally, spiritually and physically.

We are incredibly proud of the recoveries, achievements and successes some of our members have made. We hope that some of their stories inspire you on your journey to wellbeing too.

**Click here to watch and listen to some of these interviews:**



ALEXANDRA JOY

[www.go.alexandrajoy.com.au/10-degree-shift-program](http://www.go.alexandrajoy.com.au/10-degree-shift-program)