



ALEXANDRA JOY

## HEIDI ALEXANDRA JOY – aka 'AJ' LEADERSHIP PROFILER | STEWARD ELDERSHIP GUIDE & CULTURE STRATEGIST

*Businesswoman, bush philosopher, and culture whisperer, Alexandra Joy "AJ" is the creator of The 10 Degree Shift®, Boardroom in the Bush™, and Steward Eldership™. With a gift for decoding complex dynamics, AJ works with executive teams, organisations, and communities to reveal what's really going on beneath the surface and guide leaders into a deeper, more conscious way of working.*

AJ is known for her 'magical' ability to read the energy, behaviours, and blind spots in people and cultures—helping shift stuck dynamics, heal burnout, and regenerate trust. Her Steward Eldership™ model supports organisations in evolving from performance-at-all-costs to presence-led, people-first cultures.

A ten times published author with a degree in Communications, a Grad Dip and an MBA in Professional Communication, AJ believes in inherent power of humans to heal the world through their tribes at work. Before founding several companies, AJ worked in the government sector, spending 9 years working in NSW Health, Hunter Health and the John Hunter Hospital where as a Public Affairs and Media Manager she was directly responsible for the reputation, communication and perception of the health service handling many complex issues including hospital waiting times, food poisoning in patients as well as significant capital works projects. In 2001 she was awarded Health's Gold Ribbon Award for her individual outstanding achievement and contribution to the health service.

AJ then spent a year working for TAFE NSW and Education before becoming the Director for the then known WorkCover NSW. During her seven year tenure, she changed the way WorkCover built relationships with its stakeholders. She was responsible for changing the focus and perception of WorkCover brand as being the "enforcer" to focusing on the importance of working safely for the sake of going home to family and friends. In 2005, AJ and her team won the Australian Media Federation Award for the "Be Safe. Not Sorry." Campaign.

AJ has coached and trained over 20,000 leaders, planted over 1,000 trees, and authored and co-authored 10 books. With an MBA and two decades of corporate and government executive experience, she brings equal parts strategy, soul, and systems-thinking to the table. She is a founding board member of Got Your Back Sista, a founding Director of the Yakuway Indigenous Corporation, and of Thrive Stars, AJ remains devoted to legacy work and community impact.



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