WE'RE FACING A LEADERSHIP DEFICIT

70% of the U.S. workforce regularly experiences “imposter syndrome”

34% of employee salary is lost to absenteeism and lower productivity

$450B are lost every year to disengaged employees

The solution is to develop confident leaders who motivate and inspire from a place of joy.

WHY CHOOSE JOY?

Traditional leadership models are based on biased, outdated assumptions, leaving creativity, inspiration, and real human connections out of the equation. But like every single human, Big Joy Theory is different.

BETTER ATTITUDE, BETTER APTITUDE

Fear and stress in the workplace are counterproductive. By finding and owning their joy, leaders become more motivated and more effective, increasing your bottom line.

GROUNDED IN WHOLE-SELF PSYCHOLOGY

Other leadership models emphasize what’s missing. But Big Joy Theory considers the whole person so they can focus on finding strengths—not fixing weaknesses.

EMPOWERING, NOT PRESCRIPTIVE

Everyone’s journey is different, so we can’t expect every leader to fit one corporate mold. We guide them into leading as their most authentic selves.

ABOUT OUR COACHES

Dr. ML Black, MA, MHA, PhD and Tomer Yogev, MBA, are certified executive coaches, consultants, and co-authors of two books, Unlock the Corporate Mindset and F**k That Shit. Their proven leadership model has helped hundreds of entrepreneurs, managers, and executives evolve into the most authentic versions of themselves and emerge as strong, effective leaders. Whether they’re teaching online or in-person, their message is as clear as their energy is infectious: choose joy.

SCHEDULE A WORKSHOP

To learn more about bringing Big Joy Theory to your organization, contact us:

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