VALRUE ADVISORY

Joy as Strategy: A Leadership Practice

Belonging Is Part of How Strategy Gets Executed

A SIGNATURE LEADERSHIP EXPERIENCE

Sustain performance. Strengthen the experience of work.

How do leaders sustain performance while strengthening the experience of the people doing the work? Joy as Strategy examines how everyday leadership choices shape trust, belonging, contribution, and organizational effectiveness—without treating joy as a reward that comes after results.

WHAT LEADERS TAKE AWAY

A sharper understanding of how everyday leadership decisions shape the conditions for people to contribute, collaborate, and perform at their best. Participants examine where existing practices may be limiting those conditions and identify intentional changes that strengthen both the human experience of work and organizational effectiveness.

> ***"Joy doesn't erase what's hard. It keeps what's hard from becoming the entire experience."***

THE SIGNATURE LENS

Create. Connect. Reimagine.

A practical lens explored through facilitated reflection and dialogue.

TWO WAYS TO ENGAGE

INTERACTIVE LEADERSHIP SESSION

90 minutes

A facilitated experience combining leadership insights, guided reflection, meaningful dialogue, and an actionable takeaway.

APPLIED LEADERSHIP WORKSHOP

Half-day

A deeper working session to examine real leadership challenges and identify practical shifts participants can test.



MEET YOUR FACILITATOR

Phasha Spencer

Founder & Principal Advisor, ValRue Advisory

Executive leader with 18+ years of experience advancing strategy, revenue, and organizational leadership. Corporate Strategy executive education, University of Chicago Booth School of Business.

LET'S TALK STRATEGY

Explore bringing Joy as Strategy to your next leadership gathering, retreat, or organizational event.

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