



# Joy Ainley

## Working with Joy Ltd

People often ask me how I made the dramatic switch from finance to behaviour change. After graduating as a Chartered Accountant, all of my CFO roles centred on change management and the design and implementation of systems to empower people and organisations.

To me, focusing on behavioural and cultural systems was a logical extension of my change management roles: I felt that creating collaborative cultures was key to personal and organisational effectiveness. I gained a Diploma in Psychotherapy and Hypnotherapy and a Master Business Practitioner license in NLP. In 2001 I started my consultancy, “Working With Joy”.

Since then most of my work has been devoted to changing the culture of organisations through the executives and entrepreneurs I mentor and coach. In other words they “learn by doing”; I work through one person, they change many. Our work together typically involves helping the leader articulate and communicate their vision and create a collaborative culture in which people are inspired to own that vision and deliver it with excellence.

I’m driven by the desire to see people excel and to know I had some part in making that happen. I’m often astonished that no business school or executive development programmes I’ve encountered, teaches more than the basic elements of effective leadership. But then I do a ‘double take’ and realise that it’s taken me well into six figures and a couple of decades to learn what I needed to learn.

I went to the Treasury in 2005 to highlight the alarming level of debt and imminent financial crash, and was invited to contribute to the Thoresen report. I was commissioned by a bank to design and develop an online and mobile phone application to help bank customers bring their finances under control.

I’ve designed and developed a mind-body feedback system called “BUDI” 1© for helping people make effective decisions to gain control of their life. One successful application of BUDI is to reduce or eliminate autoimmune diseases symptoms in general and Crohn’s disease in particular. BUDI was the subject of a pilot at Barts Hospital and has been approved by the ethics committee. I’m currently developing an online leadership development program to help more leaders lead well.



**Joy Ainley**  
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