

# IT STARTS

with

*Joy*<sup>TM</sup>



## SHOW DETAILS

**Show Name:** It Starts With Joy - LIVE

**Format:** Weekly live streaming show on YouTube


**Schedule:** Wednesdays at 8:30am ET


**Episode Length:** ~30 minutes

**Premiere Date:** February 4, 2026

**Tagline:**

**FEAR LOST. JOY WON.**

REAL TALK. REAL LEADERS. REALLY 

 YouTube | SUBSCRIBE: @ItStartsWithJoyLive



## ABOUT THE SHOW

It Starts With Joy - LIVE is a weekly show where we explore joy as your leadership operating system. Not a feeling you chase, but the thing that drives every decision you make.

Every Wednesday at 8:30 AM ET, we go live with real conversations about fear, courage, boundaries, burnout, and what it actually takes to lead without losing yourself in the process. No scripts. No rehearsals. Just honest dialogue about what's working, what's hard, and what changes when you lead from somewhere real.

You'll hear from leaders who've been through it. The toxic jobs, the hard pivots, the moments where they had to choose between staying small or stepping into who they actually are.

We're going to laugh, we're going to get real, and we're going to talk about things that matter.

***This is a conversation we're all part of.***

## SHOW PILLARS

Every episode explores one of these core themes:

### / Leadership in Action -

How joy changes decision-making, authority, and team dynamics. What joyful leadership looks like in practice vs. toxic leadership.

### / The Inner Critic / Impostor Syndrome -

Self-doubt, limiting beliefs, and the voice that keeps you small. Building self-trust when your inner critic is loud.

### / Well-Being & Sustainability -

Burnout, chronic illness, and what happens when you can't "push through" anymore. Building sustainable success without breaking yourself.

### / Boundaries & Aligned Decisions -

Setting boundaries that protect your joy and energy. Making choices that align with your values. Knowing what to say yes to and what to let go of.

### / Identity & Self-Trust -

Unlearning who you thought you had to be. The performance vs. the real you. Leading as yourself when everyone else has an opinion.

## ABOUT THE HOST

**Sheryl Raphael Whitaker** is a leadership transformation expert, executive coach, and #1 Best Selling Author of *It Starts with Joy: The Inner Shift That Changes Everything*.

As Founder & CEO of EdenAnthony Elite Talent Solutions, she helps leaders and organizations to put joy at the center of their work and unleash the potential they know they have. Her signature belief – *"If joy isn't your COO, you'll lose the right to call what you do leadership"* – has sparked a movement redefining what real leadership looks and feels like.


Her work has supported senior leadership teams across tech, finance, insurance, and other industries. She's been featured in US Business News, CEO Weekly, MSN, Apple News+, Economic Insider, New York Weekly, and others.

She lives with multiple sclerosis, which means nervous system regulation is survival. That lived experience shapes how she thinks about sustainable leadership and what it actually takes to lead well over the long haul.

## 2026 MISSION:

100 Joy Talks across stages, podcasts, panels, and this show.

*Because joy can't wait any longer.*

 LINKEDIN.COM/IN/SHERYL-RAPHAEL-WHITAKER  SHERYLRAPHAELWHITAKER.COM

 SHERYL.WHITAKER@EDENANTHONYELITE.COM **For guest booking inquiries:** Email with subject line "Guest Inquiry - It Starts With Joy Live"



Mornings IN THE LAB  
LIVE NETWORK

YouTube | SUBSCRIBE: @ItStartsWithJoyLive

## WHAT IT'S LIKE TO BE A GUEST

This isn't going to be one of those interviews where you rehearse talking points and perform your best "leadership voice."

We're going to have a conversation. For 15-20 minutes, we'll talk about something real. Maybe it's the moment you realized you couldn't keep leading the way you were, or the boundary you had to set that scared the hell out of you, or what you learned when everything fell apart.

Before we go live, we'll hop on a quick call to talk through what you want to explore. Just to make sure you feel good about showing up as yourself. Then we hit record and we just talk. Live. The kind of conversation you'd have over coffee if no one was watching.

After the show, you get the full recording and clips to use however you want. We'll share it across LinkedIn and YouTube, and your story gets in front of people who actually want to hear it.

**Who we're looking for:** Leaders with real stories. People who've navigated fear-based environments and came out the other side. Anyone with insights on what it means to lead from somewhere authentic.

**If you've got a story that would make someone else feel less alone, we want to hear it.**

### WHO'S WATCHING

The people showing up to this show are looking for real talk from people who've actually lived it.

They're leaders who are tired of fear-based cultures. They've been the ones staying late, saying yes when they meant no, performing composure while everything inside them was screaming. And they're ready for something different.

We've got a solid LinkedIn community that actually engages. A Joy Squad that mobilized to make a book hit #1 in a day. And a growing YouTube audience that's here for honest conversations.

When you're on the show, we go live on YouTube and LinkedIn simultaneously. Your story reaches people in real-time who are genuinely looking for what you have to say. We've built a community that cares.

### WHY THIS MATTERS

There are a million leadership podcasts out there. Most of them sound exactly the same.

This show is different because it's trying to be real. The audience showing up? They're tired of the performance. They want to hear from people who've actually been in it. The fear, the doubt, the moment you had to choose between staying safe or stepping into something true.

*Your story matters. The real one.*

You'll reach people who are looking for permission to lead differently. And you'll walk away with content you can use, visibility that actually means something, and maybe a conversation that reminds you why you do this work in the first place.

## FEAR LOST. JOY WON.



LINKEDIN.COM/IN/SHERYL-RAPHAEL-WHITAKER



SHERYL.WHITAKER@EDENANTHONYELITE.COM



SHERYLRAPHAELWHITAKER.COM

For guest booking inquiries: Email with subject line "Guest Inquiry - It Starts With Joy Live"