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Joyology: Cure for midlife crisis?

A local mom of two, community fundraiser, and author pivots to open Life Coaching and Keynote Speaker doors with a proven framework to find Joy, even when the spaghetti is mush.

Champaign, Illinois, May 14, 2024 - Heidi Esther is taking an unusual approach to developing leadership skills and personal development: Joy. After a decade facing one midlife crisis after another, she created her Joy during the first pandemic shutdown.

"When everyone around me was miserable - my preteens were hiding in their rooms with all the silverware, I was unemployed, and no one could hug anyone - I woke up, made soup, and found a way to have a Joyful day, every day. And then I knew, all of us helpers - those of us who Do It All - we deserve Joy, too!"

Heidi Esther published her first book in 2022, [For Cryin' Out Loud](#), spoke on the [That's What She Said Stage](#) in 2023, and is now a Certified Emotional Intelligence Life Coach and Keynote Speaker.

Heidi Esther calls her signature sauce *Goldfish Authentic Leadership*. She likens it to an internal Swiss-army knife. She walks her clients and local businesses through workshops and keynotes that reveal their strengths AND cut through the noise and directly deal with what gets served from life that day

Her five modules are Empowerment, Resilience, Support, Complete Intelligence, and Authenticity. One client commented,

"When I first met with Heidi, I was struggling with my identity, my purpose, I was burnt out. I was overwhelmed. I would hustle like crazy and then be exhausted and then feel guilty.

After working with Heidi, I feel empowered. I feel strong. And the biggest thing is I have found my voice and I can speak my truth. I'm finally living who I am for the first time in my 32 years of living."

Heidi Esther believes that hardworking adults and helpers, those of us who are the glue, dedicated to our families, our work and communities, we deserve to live our most joyful lives, too. And we can even do it when things are hard and nothing is working.

"Life hands us lemon after lemon. We deserve to live a joyful life no matter what lemons we are handed - which includes learning how to bounce back, fill our own cups, and where our zone of genius is. Because if we don't, we will just be the next generation of sacrificial role models. It's time we took those lemons and made lemon cupcakes with lavender frosting!"

And that is exactly what Heidi Esther is doing. Nurturing, inspiring, and empowering crazy busy mid-career professionals who are ready to embrace their unique Brilliance and live joyful, fulfilling lives.

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Meet Heidi Esther, Joyologist. If Mister Rogers and Captain Marvel had a baby, it would be Heidi Esther. She is a cookie-baking strategic powerhouse, momma, and bad poet. Along with two decades' experience as a relationship-building professional and Life Coach, she is an author of [For Cryin' Out Loud](#), speaker, and certified Emotional Intelligence Life Coach.

She helps crazy-busy mid-career professionals who are done with survival mode and putting out fires and are ready to embrace their unique brilliance and live a joyful, fulfilling life.

When she's not helping others unearth their unique Brilliance from the laundry lists of life, She practices being a grateful human being with her prankster wife, two eye-rolling teenagers, and two lucky dogs. And when she doesn't have her head in the clouds or a motivational book, she can be found sharing tea with friends or meditating under her favorite blankie. For more information, please visit HeidiEsther.com