

# JOY&LY<sup>®</sup>

## MEDIA KIT

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### JOY INTELLIGENCE<sup>™</sup>

The skill to learn in 2026

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# JOY INTELLIGENCE™

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## What it is

Joy Intelligence™ (JQ) is a science-grounded emotional skill that helps people navigate emotions without suppression, overwhelm, or performance. It is built on a clear, teachable sequence: **Safety** → **Presence** → **Joy**. Rather than trying to change emotions, JQ supports nervous system regulation first, allowing people to respond with steadiness, awareness, and intention in real life.

## Why it matters now

As emotional strain, burnout, and decision fatigue continue to rise, Joy Intelligence offers a practical way to engage emotions as usable information instead of obstacles. JQ is not positivity training or mindset coaching. It is an applied emotional skill that works in everyday moments, often in 60 seconds or less.

## ABOUT JOYELY®

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JOYELY® is a lifestyle company and solution system built around Joy Intelligence™. Through practical tools, community experiences, and education, JOYELY helps individuals, families, organizations, and communities build steadier minds and stronger lives.

- JOYELY LLC (est. 2019)
- Chair of JOY®, Inc. 501(c)(3) nonprofit arm

JOYELY translates neuroscience into accessible, human experiences that support emotional regulation, presence, and long-term well-being.

## MEET SHERYL LYNN

**Founder, JOYELY® | Creator of Joy Intelligence™**

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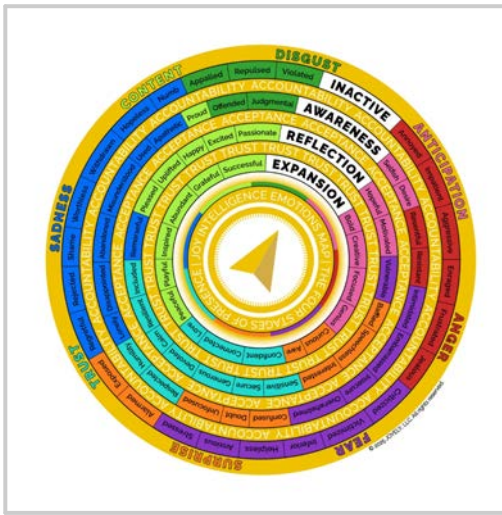
Sheryl Lynn is the founder of JOYELY® and the creator of Joy Intelligence™, a science-backed framework that reframes joy as a core life skill rooted in nervous system regulation, presence, and emotional safety. A seasoned entrepreneur, facilitator, and system-builder, Sheryl is known for translating complex neuroscience into practical tools people can use immediately in real life, at work, and within their families.

Her work integrates applied neuroscience, emotional navigation, and experiential design. At its core is a patent-pending valence theory—Safety → Presence → Joy—implemented through the Chair of JOY®, a simple yet powerful modality that helps individuals downshift stress, restore regulation, and engage emotions without stigma or performance. Sheryl brings decades of experience across entrepreneurship, community leadership, live experiential environments, and organizational development, giving her work both warmth and operational credibility.

Through JOYELY, Sheryl partners with organizations, nonprofits, educators, and community leaders to introduce Joy Intelligence as a measurable, teachable system that supports resilience, communication, leadership, and long-term well-being. Her work serves people of all ages and backgrounds, offering a grounded alternative to both emotional suppression and toxic positivity, and positioning joy as an accessible, sustainable state built through safety and presence.

# THE JQ FRAMEWORK

## 80 Emotions | 4 Stages | 3 Barriers

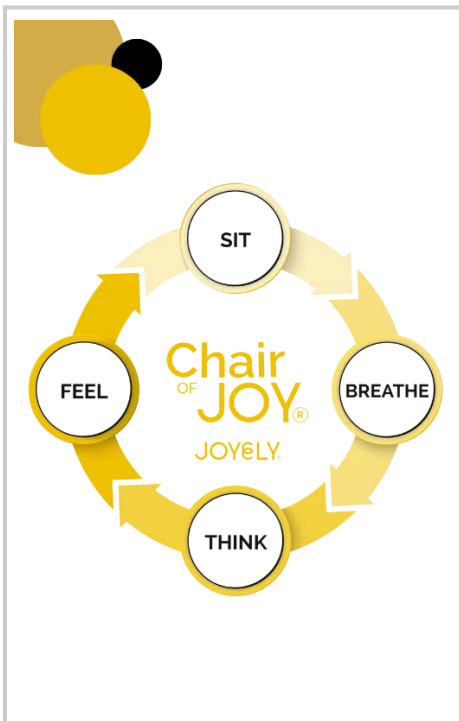


The JQ Emotions Map organizes 80 human emotions into four stages of emotional presence, reflecting how the nervous system moves from reactivity toward regulation. Instead of labeling emotions as positive or negative, the framework shows how emotional states signal safety, stress, awareness, and expansion.

As individuals move through the stages, emotional awareness increases and reactivity decreases. The framework also identifies three core barriers that explain where people commonly get stuck and how to re-engage presence and steadier decision-making.

**CHAIR OF JOY®**

## A Neuroscience-Backed Regulation Sequence



The Chair of JOY® is a physical experience and educational framework designed to support nervous system regulation, emotional awareness, and decision readiness. Built on applied neuroscience and a patent-pending valence theory (Safety → Presence → Joy), the Chair of JOY® guides the body and brain through a simple four-step sequence that restores safety, engages the prefrontal cortex, and allows emotions to be experienced without suppression or performance.

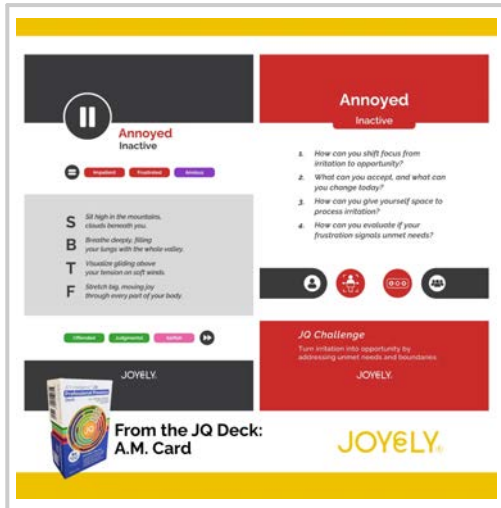
### The Four-Step Regulation Sequence:

- 1. SIT** - Creates physical stability and signals safety to the nervous system.
- 2. BREATHE** - Activates parasympathetic response through breath rhythm.
- 3. THINK** - Re-engages the prefrontal cortex for conscious awareness.
- 4. FEEL** - Allows emotions to be experienced without judgment or urgency.



## PRODUCTS & SERVICES

JOYELY tools are functional, science-backed supports designed to restore presence, reduce emotional noise, and support steadier decision-making. These are not concepts to study, they are tools to use.

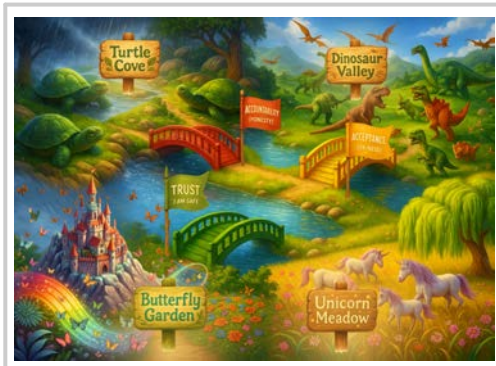


### Example: JQ Professional Presence Deck

A set of 80 emotion cards for real-time emotional navigation. Each card helps individuals or groups name what they are feeling, understand where they are on the JQ Framework, and respond with greater intention.

## EMOTIONAL NEIGHBORHOODS

### Four Stages • Three Barriers/Bridges



#### For Children:

Turtle Cove, Dinosaur Valley, Butterfly Garden, and Unicorn Meadow. These visual neighborhoods help children recognize and name their emotional stages while building understanding of the three bridges: Accountability, Acceptance, and Trust.



#### For Adults:

Mistwood (Inactive), Rushbrook (Awareness), Willowpark (Reflection), and Clearview (Expansion). A journey through emotional neighborhoods that reflect the nervous system's movement from reactivity toward regulation, mirroring real-life emotional development.

# CLINICAL PROTOCOL IMPLEMENTATION

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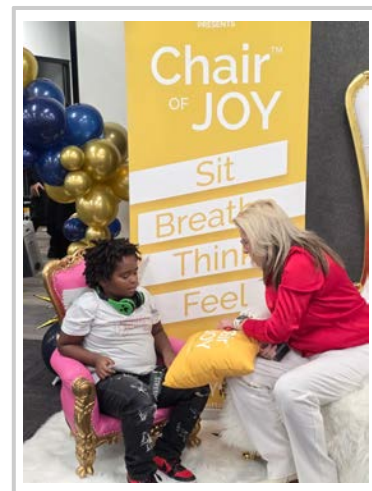
## Ehsan Gharadjedaghi, PhD

Healthcare entrepreneur and clinical director advancing patient-centered care through approaches that strengthen emotional regulation and presence. In collaboration with JOYELY®, Dr. G is leading a clinical pilot exploring the integration of JOY Intelligence™, a science-backed framework designed to support emotional processing and client agency within existing therapeutic practice.

# COMMUNITY IMPACT

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JOYELY participates in many community events from non-profit to large corporations, helping people learn Joy Intelligence, and remember what is important.



## JQ60 VEGAS PREMIERE EVENT

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**Wednesday, January 28, 2026**

West Charleston Library Performing Arts Center  
6301 W Charleston Blvd, Las Vegas, NV 89146

60 Powerful Voices share rapid-fire inspiration on stage. Keynote by Sheryl Lynn: JOY INTELLIGENCE In 60 Seconds. Featuring Nevada's executives and leaders.

Learn More: [JOYELY.COM/JQ60](https://JOYELY.COM/JQ60)

## EVENT LOGISTICS

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### Setup Overview:

- Minimalist 10x10 booth footprint
- 1 to 4 Chair of JOY® stations depending on demand
- Calm, respectful, facilitated experience (not a sales table)
- Self-sufficient setup—chair fits through standard doors

### What We Need:

- Advance access to event schedule and floor plan
- Clear path from unloading zone to booth location
- Power access (optional, confirm in advance)

## WHAT PEOPLE SAY

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*"Simple, grounded, and immediately useful."*

*"This gave language to something we didn't know how to talk about."*

*"Calming without being passive. Powerful without being performative."*

## WHY THIS WORK IS RESONATING

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Yesterday it was another mass shooting. Another life lost to suicide. Another family trying to recover without tools they were ever taught. We take it in, scroll past it, and the body keeps carrying what never gets processed.

People are overloaded, and there is no clear path back to steadiness. Much of what's offered is pressure to breathe or "stay positive," instead of real support for what people are actually experiencing.

This work resonates because I know that cycle personally. I grew up inside abuse, secrecy, and emotional confusion. I learned how to override emotions, hide them, or push through. That way of living eventually stops working.

I needed a way to take responsibility for what I was feeling without falling apart. A way to slow the body, restore a sense of safety, stay present, and engage emotions without judgment or performance. When I couldn't find that, I built it.

The Chair of JOY and Joy Intelligence™ came from that need. I use them. They work. And now I share them because people are asking for something real, something practical, something that helps them stay here.

When people experience this work, relief often comes quickly. Emotions move instead of piling up. A sense of agency returns. It feels like power again.

## WHAT PEOPLE EXPERIENCE

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People are welcomed into a calm, open space where nothing is required and participation is always by choice. If they're willing, they're gently invited to sit for a 60-second Chair of JOY experience, with permission clearly asked and respected. There is no coaching, fixing, or performance involved. They're guided through the 4 relaxing steps; sit, breathe, think, and feel, allowing the nervous system to downshift and the body to settle.

If they choose, a photo may be taken after the experience, capturing a quiet moment of presence rather than a pose. Many describe an immediate sense of relief or steadiness, often noticing how much they were holding once they pause. The experience ends the same way it begins, with choice and respect for readiness. People step back into their day feeling more present, regulated, and able to continue.



## MEDIA & EDITORIAL NOTES

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The Joy Intelligence framework is generating strong interest across sectors. This work supports longevity, strengthens culture, and helps people bring safety, presence, and joy into daily life. Joy Intelligence offers a distinct edge in workplace culture, leadership under pressure, mission-driven organizations, and community education. JOYELY visuals translate well to print, digital, and broadcast media.

## IMPACT BY THE NUMBERS

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<b>30,000+</b> <b>Chair of JOY® Experiences</b> Across communities, organizations, schools, and events nationwide.	<b>89%</b> <b>Improved Stress Response</b> Participants reported feeling more regulated, calm, and able to pause before reacting.	<b>67%</b> <b>Increased Emotional Awareness &amp; Choice</b> Participants reported greater ability to recognize emotions and respond intentionally rather than react.
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## CONTACT & CONNECT

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**Website:** [joyely.com](http://joyely.com) | **Email:** [info@joyely.com](mailto:info@joyely.com)

**Day-of coordination:** Text Sheryl: 949-303-5219

**Services:** [joyely.com/services](http://joyely.com/services)

# JOYELY®

*JOYELY® offerings are educational and experiential. Not intended as medical or mental health treatment.*