



# TRACY LALONDE

AUTHOR, PUBLIC SPEAKER, JOYCHIEVER

With over 30 years of experience in training, consulting, and professional development, Tracy LaLonde is on a mission to change the way firms engage with their teams. Her comprehensive courses, captivating keynotes and practical guidance, backed by cutting-edge research, make a lasting impact on lawyers and business professionals alike, propelling them to new heights of success.

From her early days developing and delivering training in the consulting industry to her transition to the legal field in 2000, Tracy's career has always been focused on helping others grow. As a professional development leader in three AmLaw 100 firms and then a partner in a consulting firm teaching lawyers how to develop business, Tracy has seen firsthand the transformative power of effective training and guidance.

In 2020, Tracy decided to refocus her efforts to help high-achieving lawyers and firms improve their work lives. She began with the publication of her groundbreaking book, **The Joychiever Journey: Alleviate Burnout and Design Your Life for More Joy**. This insightful roadmap helps individuals cultivate a better work-life balance, setting the stage for a happier and more fulfilling career.

But Tracy didn't stop there. She recognized the need to address engagement on both macro and micro levels, exploring:

- How firms can improve engagement with tangible results.
- How leaders can manage in ways that increase engagement while decreasing burnout.
- How lawyers can adopt life hacks for a more pleasant work life.

Drawing on best practices from multiple disciplines, as well as utilizing Joychiever's Hierarchy of Engagement model—a revolutionary model that equips law firms with the tools they need to boost engagement, bolster financial performance, and create a thriving culture—Tracy expertly tailors her approach to the legal industry, making the suggested techniques accessible, practical, and truly inspirational.