



JOYE E. MASON SPEAKER REFERENCE GUIDE

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CHAPTER 1: CORE PILLARS & AMPLIFIERS

Purpose of This Document

This framework clarifies Joy's core positioning so that her speaker landing page, one sheets, and pitch letters remain focused, credible, and adaptable to different audiences without fragmenting her message.

Core Pillars

These are the foundational authorities Joy stands on. All public-facing messaging should reinforce these.

PILLAR 1: SYSTEMS & PROCESS LEADERSHIP

This is Joy's backbone and primary authority. Joy brings more than 30 years of experience in quality, project management, and organizational leadership, including global leadership roles at Eli Lilly. Her work focuses on helping organizations and leaders move from complexity to clarity through disciplined systems, execution, and people-centered process improvement.

Includes:

- Six Sigma Black Belt expertise
- Global corporate leadership experience
- Organizational systems and execution
- Performance improvement and change leadership

PILLAR 2: ETHICAL & HUMAN-CENTERED AI

This is Joy's future-facing differentiator. Joy helps leaders and organizations understand and adopt AI responsibly through a systems lens. Her work focuses on ethical use, governance, human impact, and leadership accountability rather than tools or hype.

Includes:

- Ethical AI education and training
- Governance and responsible adoption
- Human-centered decision-making
- Translating AI complexity into leadership clarity

PILLAR 3: LIVED LEADERSHIP & RESILIENCE

This pillar strengthens trust and connection without overpowering authority. Joy is a brain tumor survivor who is now partially blind. Her lived experience informs a leadership presence grounded in resilience, faith, integrity, and optimism.

Includes:

- Brain tumor survival
- Partial blindness
- Faith and optimism
- Integrity under adversity

STRATEGIC AMPLIFIERS

These are proof points that reinforce the pillars. They are not standalone pillars.

AMPLIFIER 1: AUTHORSHIP

BUILT BY US: A SIX SIGMA BLUEPRINT FOR WOMEN RECLAIMING POWER, PURPOSE, AND PROCESS

Joy's book serves as thought leadership that reinforces her systems and process authority. It demonstrates clarity of thinking, intellectual ownership, and commitment to equipping others.

AMPLIFIER 2: NONPROFIT & WORKFORCE IMPACT

SIXSIGMAINDY

Through SixSigmaIndy, Joy has trained and certified more than 50 women in leadership and Six Sigma, helping participants grow in confidence, influence, and opportunity.

POSITIONING GUARDRAILS

- Joy has one core leadership message, not multiple disconnected platforms
- Pillars guide what is emphasized, not what is invented
- One sheets and pitch letters adapt emphasis by audience
- The speaker landing page remains neutral, authoritative, and stable

OUTCOME

This structure ensures Joy is positioned as:

- A serious systems and leadership authority
- A credible voice in ethical AI
- A resilient leader with lived experience
- A speaker who is adaptable without being scattered

CHAPTER 2: SPEAKING TOPICS & BIOS

CURATED SPEAKING TOPICS

Built By Us: Reclaiming Power, Purpose, and Process

Joy's signature keynote based on her book, helping women and leaders understand and redesign the systems shaping their work, leadership, and lives.

Reclaiming Power and Confidence

Helping women and leaders reclaim career opportunities and economic mobility through agency, clarity, and voice.

Understanding and Changing the Systems That Shape Opportunity

A practical look at how systems influence outcomes and how leaders can build better ones.

Leading with Faith, Resilience, and Integrity

A grounded leadership message shaped by Joy's lived experience navigating adversity and responsibility.

Ethical and Human-Centered AI for Leaders

An introduction to responsible AI adoption focused on governance, accountability, and human impact.

SHORT BIO / HOST INTRODUCTION

Joy E. Mason is the author of *Built By Us*, Certified Six Sigma Black Belt, and Certified AI Trainer with more than 30 years of corporate leadership experience, known for helping organizations improve processes by as much as 68 percent while driving measurable income growth and career mobility for the leaders she trains.

Joy also helps leaders apply systems lens to ethical and human-centered AI adoption, focusing on governance, accountability, and real-world impact rather than tools or hype.

Joy is a brain tumor survivor who is now partially blind, bringing a leadership perspective shaped by resilience, faith, and clarity under pressure.

LONG BIO

Joy E. Mason is an author, keynote speaker, and Certified Six Sigma Black Belt and Corporate AI Trainer who helps women and organizations build systems that are both effective and equitable. She brings more than 30 years of experience in pharmaceutical manufacturing, quality, and organizational leadership, including global roles at Eli Lilly and Company. Joy is the author of *Built By Us: A Six Sigma Blueprint for Women Reclaiming Power, Purpose, and Process*, a practical, faith-rooted guide that helps women understand and redesign the systems shaping their work, leadership, and earning power. After retiring from corporate leadership in 2017, Joy founded Optimist Business Solutions and later launched SixSigmaIndy, a nonprofit equipping Black women and Black Latinas with Six Sigma training, social capital, and negotiation tools. In recent years, Joy expanded her systems work into ethical and human-centered AI. She holds a CompTIA certification in AI and helps leaders apply a systems lens to responsible AI adoption. While building her businesses, Joy was diagnosed with a brain tumor that threatened her vision. The tumor was removed in 2022, and she is now partially blind. Her experience shaped a leadership presence rooted in resilience, clarity, and purpose.

CHAPTER 3: SPEAKER SHEET

Inspirational Speaker

Joy E. Mason

Joy E. Mason is the author of **Built By Us, Certified Six Sigma Black Belt, and Certified AI Trainer** with more than **30 years of corporate leadership experience, known for helping organizations improve processes by as much as 68 percent** while driving measurable income growth and career mobility for the leaders she trains.

Joy also helps leaders apply a **systems lens to ethical and human-centered AI adoption**, with a focus on **governance, accountability, and real-world impact** rather than tools or hype.

Joy is a **brain tumor survivor** who is now partially blind, bringing a leadership perspective shaped by **resilience, faith, and clarity under pressure**.

Motivational Speaker

Performance Optimizer

Six Sigma Black Belt

Author

Trusted to Navigate Complex Change

10 years of global change leadership; Certified AI Practitioner and Certified Six Sigma Black Belt.

Achieved a 68% improvement in accounts payable cycle time, uncovered a critical gap in an otherwise high-compliance data management process that reduced legal and regulatory risk, and enabled leaders to reclaim up to 4 hours per week for strategic work.

Founder of Six Sigma Racial Equity Institute

equipping 50+ women to close pay gaps and lead organizational and community changes.

Ideal Audiences

- Executive leadership teams
- Women's leadership conferences
- DEI & AI governance events
- Faith-rooted and mission-driven organizations

www.optimistindy.com and www.sixsigmaindy.org



Signature Keynotes

Built By Us: Reclaiming Power, Purpose, and Process

Joy's signature keynote is based on her book, helping women and leaders understand and redesign the systems shaping their work, leadership, and lives.

Reclaiming Power and Confidence

Helping women and leaders reclaim career opportunities and economic mobility, and through agency, clarity, and voice.

Leading with Faith, Resilience, and Integrity

A grounded leadership message shaped by Joy's lived experience navigating adversity and responsibility.

Ethical and Human-Centered AI for Leaders

An introduction to responsible AI adoption focused on governance, accountability, and human impact.

FOR BOOKING



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LET'S CONNECT



[@optimistindy](https://www.instagram.com/optimistindy)



Joy E. Mason

CHAPTER 4: AUTHOR PAGE

Joy E. Mason

Author of *Built By Us: A Six Sigma Blueprint for Women Reclaiming Power, Purpose, and Process*

Joy E. Mason writes for women who are tired of questioning their worth and ready to start questioning their systems.

WHY BUILT BY US

Joy worked inside complex corporate systems, including global roles at Eli Lilly. As a Certified Six Sigma Black Belt, she built a career solving problems others avoided and bringing clarity where complexity hid accountability. The book is not a motivational memoir, but a blueprint for women to stop internalizing failure and begin examining the structures shaping their work, leadership, and economic outcomes.

ABOUT JOY E. MASON

After retiring from corporate leadership, Joy founded Optimist Business Solutions and SixSigmaIndy. She supports measurable improvements in process performance, income growth, and career mobility. She also teaches ethical, human-centered AI adoption.

A STORY SHAPED BY RESILIENCE

While building her businesses, Joy was diagnosed with a brain tumor. The tumor was removed in 2022, and she is now partially blind. As she writes in *Built By Us*:

“Resilience is not about pushing harder. It is about learning to see differently.”

BEYOND THE PAGE

Built By Us is the backbone of Joy’s speaking, training, and leadership development work. She engages with:

- Corporate and nonprofit leadership teams
- Women’s leadership and workforce development programs
- Faith-based organizations and retreats
- Community and mission-driven groups

Joy lives in Indianapolis with her husband, Tony, and continues to write, teach, and speak to audiences navigating change, responsibility, and systemic transformation.



JOY E. MASON
SPEAKER ASSETS REFERENCE BOOK

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