

Dr. Lynnette Adams, PhD, is a behavioral and leadership scientist, joy strategist, organizational heart healer, speaker, and founder of The Joy Lab Inc., a 501(c)(3) nonprofit organization, and The Joy Architect™. She is the creator of The Formula for Joy™, a research-informed framework that helps individuals, organizations, and communities use joy as a catalyst for resilience, leadership, and meaningful change.

With more than two decades of experience in leadership, education, nonprofit development, and community engagement, Dr. Adams specializes in joy-centered leadership, organizational culture, belonging, well-being, and human development. Her work bridges research and practice, helping people and organizations transform how they lead, connect, and thrive.

Through speaking, consulting, coaching, and teaching, Dr. Adams helps leaders build cultures where joy is not a reward for success, but a pathway to it. Known as The Joy Architect™, she is committed to creating spaces where people feel seen, valued, and empowered to lead with purpose, resilience, and authenticity.