

# AnJenette Afridi, MA

## Leadership Keynote Speaker



In a world punctuated by relentless change and complexities, AnJenette Afridi, MA, stands at the confluence of academic rigor, practical wisdom, and transformative leadership. At the helm of TriEdge Leadership Mindset, AnJenette offers an unparalleled blend of scholarly depth and pragmatic acumen in the arena of leadership development. AJ's expertise is fortified by decades of experience and a deep engagement in a Doctor of Psychology (PsyD) program and a certificate in Organizational Psychology. Her educational background is further enriched by a magna cum laude Master of Arts in Sport Psychology, accompanied by a distinguished Certificate of Honor for Excellence in Master's Project Research on Motivation.

As an active member of the National Speakers Association and a lifelong member of the American Psychological Association, AJ is deeply committed to the art and impact of leadership keynote speaking. As she stands before audiences, it is her mission to not only share knowledge but to ignite inspiration, fostering transformative thinking and actionable solutions in the ever-evolving landscape of leadership and organizational excellence. This blend of knowledge and wisdom equips her to effortlessly bridge the gap between academic theory and real-world application, converting insights from elite athletic performance, leading-edge organizational psychology, and evidenced-based cognitive behavioral science into actionable gameplans for success.

**“Introducing the formidable AJ, a consummate expert in the art of weaving together the luminous threads of optimism and logic, infused with a healthy dose of wit, resulting in a captivating elixir!”**

### About

AJ, the Visionary of TriEdge Leadership Mindset, is a captivating Keynote Speaker and Expert in Cognitive Behavioral Science, Organizational Psychology, and Sport Psychology. She arms leaders with powerful strategies from the playbooks of elite athletes into actionable game plans that drive optimal performance and success.

### Education

- ★ MA - Master of Arts Sport Psychology - Magna cum Laude
- ★ Distinguished Certificate of Honor for Excellence in Master's Project Research on Motivation.
- ★ PsyD - Doctor of Psychology learner, along with a Certificate in Organizational Psychology 2020-present

### Affiliations

American Psychological Association Associate Member  
National Speaker's Association Member  
E Speakers Member

### Connect with AJ



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# TriEdge Leadership Mindset

## Mastery in an Upredictable World

### AJ's SIGNATURE KEYNOTES

Building on her comprehensive academic background and real-world expertise, AJ offers a select set of keynotes designed to engage, enlighten, and empower. These presentations encapsulate the principles of her groundbreaking TriEdge Leadership Mindset—a multi-faceted approach that harmonizes mental toughness, organizational excellence, and cognitive agility. Through this model, AJ is dedicated to equipping leaders with the cutting-edge tools and strategies they need to navigate the complexities of modern business landscapes.

AJ's signature keynotes go far beyond the traditional presentation format—they are deeply researched, meticulously tailored, and highly interactive experiences designed to leave a lasting impact. With AJ, you're not just getting a keynote speaker; you're gaining a catalyst for transformative change. Her actionable insights and strategic vision provide the tools and perspectives leaders need in today's rapidly changing work environments. Reach out to book AJ for a keynote experience that's unlike any other, uniquely tailored to meet the distinct challenges and opportunities your organization faces.

Listed below are three of AJ's most highly regarded keynote presentations. For further details on additional keynote presentations, both in virtual and onsite formats, please visit AJ's website. All presentations are available as stand-alone talks or as a series.



#### **The TriEdge Playbook: Leveraging Elite Athletic Strategies for Leadership Excellence Keynote**

In the high-stakes world of elite sports, the margin for error is slim and the demand for excellence is relentless. AJ's keynote, "The TriEdge Playbook," invites leaders to harness the same high-performance strategies that propel the world's top athletes to victory. This presentation transcends the playing field to apply rigorous sport psychology principles to the realm of leadership. Participants will learn about mental toughness, strategic planning, and the relentless pursuit of excellence that defines champions. AJ, with her deep expertise in sport psychology, cognitive behavioral science, and organizational psychology offers a compelling roadmap for leaders aiming to cultivate a championship-caliber team, instill a winning culture, and achieve their organization's most ambitious goals. The TriEdge Playbook Keynote isn't just about playing the game—it's about changing it.



#### **The TriEdge Leadership Keystone of Performance: Promoting Workplace Wellbeing Keynote**

Wellbeing in the workplace is the cornerstone of sustained high performance, yet it is often overlooked. In her invigorating keynote, AJ draws upon her expertise in positive organizational psychology to demonstrate how prioritizing wellbeing is critical to unlocking an organization's full potential. This talk delves into strategies for nurturing a healthy, vibrant work environment that fosters resilience, creativity, and productivity. Attendees will come away with a clear understanding of how to integrate wellbeing into the DNA of their leadership approach, creating an environment where both people and business thrive. "The TriEdge Leadership Keystone of Performance" is not just a presentation; it's a transformational experience that will reshape the way you lead and live.



#### **Unity in Diversity: The Leadership Blueprint for Inclusive Excellence and Innovation Keynote**

Explore the critical role of diversity and inclusiveness in driving organizational innovation and resilience. In this keynote, AJ unveils the leadership strategies that create cultures of inclusivity where differences are leveraged as strengths. Drawing from the TriEdge Leadership Mindset, this talk delves into how leaders can harness cognitive behavioral science, the psychology of peak performance, and the dynamics of diverse teams to foster an environment ripe for innovation, adaptability, and sustained success. Participants will leave with actionable insights on building cohesive teams that celebrate diversity as a cornerstone of competitive advantage and high performance.

**“Anyone can hold the helm when the sea is calm.”**

Publilius Syrus