AMY ELIZA WONG

Biography

Author · Keynote Speaker · Founder of Always On Purpose®



Long Bio

Amy Eliza Wong is an author, keynote speaker, executive advisor, and founder of Always On Purpose®. She created The Spotlight Shift™, a neuroscience-based framework revealing why capable teams stall in uncertain times. The real obstacle is not change itself, but the fear and resistance around it. She shows how a simple shift from self-protection to shared purpose clears the way for growth.

Amy has worked with leaders at Salesforce, LinkedIn, Meta, Intuit, Google, and PwC to strengthen communication, trust, and performance under pressure.

Under stress, focus turns inward. We worry about being right, looking good, and staying safe. People stay quiet in the meeting and defend what used to work instead of building what comes next. Organizations may look aligned, but underneath, people pull in different directions.

What looks like a personality, communication, or performance problem is often a problem of focus. Amy makes that invisible pattern visible and gives leaders a practical way to shift it.

With a B.A. in Mathematics from UC Berkeley and an M.A. in Transpersonal Psychology, Amy brings analytical rigor to human dynamics. Certified in Conversational Intelligence®, Systemic Team Coaching, and Mindfulness Meditation Instruction, she grounds her work in neuroscience and organizational psychology.

Amy is a TEDxStanford speaker, Stanford Continuing Studies instructor, and bestselling author of Living on Purpose. She has been featured in The New York Times, Newsweek, Fortune, and Fast Company.

She helps leaders build the trust to move beyond fear, lead through uncertainty, and find growth on the other side of change.

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