Keynote Speaker and Author Harmony Vallejo of The Alignment Code Recently Featured on Close Up Radio



DANVILLE, CA, UNITED STATES, September 29, 2026 / EINPresswire.com/ -- Some phone calls last a few minutes. This one has lasted for over a decade.

In 2014, Harmony Vallejo was 15 years into building a business that reached more than 20 markets across the country. She had the awards and the income to prove it. Then her brother, Aaron, called collect from prison where he is serving a 23-year-to-life sentence and asked her a question that had nothing to do with anything. He asked, “How is your soul doing?”

Vallejo now tells that story on stages around the country as the origin point of what she calls The Alignment Code, a framework built on the idea that success and peace do not have to compete for the same seat. She is also developing “All Is Well,” a transformational book that uses pivotal stories from her life as a doorway into the principles and practical tools she now teaches. The phrase is rooted in the grandmother who traveled from California to Ohio when Vallejo was 12, knowing something was wrong but not yet realizing how much her grandchildren needed her. She ultimately stayed to raise Vallejo and her brother, becoming the steady presence that changed the trajectory of their lives.

For Vallejo, “All Is Well” is not a promise that life will be perfect or that every outcome will unfold exactly as planned. It is the practice of trusting herself to meet the moment without allowing the moment to define her. “Your outcome does not define you,” she says. “The outcome isn’t your identity.”

That collect call from Aaron sent Vallejo into what she describes as months of sitting with an uncomfortable question. A year later, she walked away from her Fortune 500 client roster to start over, this time building an organization that helps nonprofits with marketing and fundraising. What began with one client and a folding table outside grocery stores has grown into 11 years of steady work. Vallejo says the feeling underneath the work, rather than its size, is what changed.

HARMONY VALLEJO

It's All Within.

ALIGN ✦ LEAD ✦ AMPLIFY



Out of that shift came a tool Vallejo now uses several times a day and teaches to the directors and entrepreneurs she coaches: the GRACE™ framework. The letters stand for Get grounded, Recognize what is true, Align with the next single step, Choose a better thought and Embody it. "GRACE helps them separate their worth from their latest outcome. Our identities are not tied to our outcomes," Vallejo explains. "That's a yo-yo, and I lived that yo-yo for over a decade."

She points to a recent coaching conversation with a young entrepreneur in her twenties who had already built a highly successful seven-figure business, yet after one unusually slow week, she was convinced she was falling behind. Vallejo walked her through the GRACE™ framework, first helping her separate the week's outcome from her identity, then asking her to recall other difficult moments she had successfully navigated and to recognize what she had already built. By the end of the conversation, the numbers hadn't changed—but her relationship to them had. She could see that one difficult week wasn't evidence that she was failing. "Our outcomes give us information," Vallejo says. "They don't get to tell us who we are."

She recalls another entrepreneur she coached who had spent years pursuing what he considered the ultimate professional milestone. When he finally achieved it, he expected to feel complete. Instead, he felt surprisingly empty. Vallejo asked him a simple question: “Who was this achievement for?” The conversation eventually uncovered something much deeper: the title had become proof that he mattered. “Ambition isn’t the problem,” Vallejo says. “I want people to dream big, achieve big things and win. But no achievement can do the job of making you whole.” As he began separating his identity from his accomplishments, he also gave himself permission to reconnect with interests and parts of himself that had been pushed aside during years of pursuing professional success.

Vallejo also talks about what she calls “findable leadership,” the idea that people follow leaders who are approachable. She puts reachability first, with honesty and patience following close behind. She credits the shift in her life to learning how to keep her ego along for the ride without letting it take the wheel. “This change, she shares, “made me more approachable and, in turn, more effective at helping her clients move past their own doubts.”

Vallejo is also currently in the creative and drafting process as a co-author of the forthcoming “Beyond Your Wildest Dreams” with Marie Diamond, Dr. Joe Vitale and John Assaraf. The book is scheduled for publication on Jan. 21, 2027. In an unexpected synchronicity, its original publication date had been set for Oct. 17—Vallejo’s birthday—a date she had already been writing about in her morning gratitude practice before joining the project. For Vallejo, the experience became another lesson in alignment without attachment: the date was what got her attention; the opportunity was what mattered.

Vallejo’s message, delivered from stages and coaching calls and reflected in the books she is now developing and co-authoring, keeps returning to the same idea. “Achievement and calm are not opposites. Neither are kindness and profit,” she says. Don’t make failure mean you’re less than—and don’t make achievement responsible for making you enough. You were already enough before either outcome.

About Harmony Vallejo

Harmony Vallejo is a keynote speaker and creator of The Alignment Code™, a framework for making decisions from clarity rather than pressure. She is currently developing “All Is Well,” a transformational book exploring identity, alignment, resilience and the belief that our outcomes do not define us. She is also a co-author of the forthcoming “Beyond Your Wildest Dreams,” scheduled for publication January 21st, 2027. Vallejo leads a nationwide organization that helps nonprofits build community outreach and public advocacy programs while coaching entrepreneurs and business leaders through her GRACE™ framework. She lives with her husband and their three children.

Close Up Radio recently featured Harmony Vallejo, keynote speaker, author and creator of The

Alignment Code, in an interview with Jim Masters on Friday September 25th at 4pm Eastern

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