



PBJ People Consulting & Coaching LLC

Purpose | Balance | Journey

Understanding Today's Challenges

In today's world, organizations face an array of challenges: the rapid pace of digital transformation, the complexities of remote work dynamics, and unpredictable global economic fluctuations. Environmental concerns are escalating, necessitating sustainable practices. Simultaneously, there's a growing imperative for diversity and inclusion in the workplace. Leaders must navigate these multifaceted challenges with adaptability, intention, and a keen awareness of diverse experiences to thrive in this ever-evolving landscape.

Our Approach

PBJ's commitment is to meet you and your people where you're at – helping address the needs that are specific to your people and your organization. Our approach takes a holistic lens: blending purpose-driven work with balanced introspection and practical action, all while focusing on the continuous journey of growth to lead to sustainable results. With a specific emphasis on the human side of work, we believe in nurturing the whole person, not just professional personas, through continuous growth, building self-awareness, and achieving fulfillment. When we thrive, so do our organizations.

Who We Serve

- Small to Medium-sized businesses aiming to evolve and refine their people practices.
- Fortune 500s who want to uplevel the experience of their people and cultural practices.

Our Services

At PBJ People Consulting & Coaching, we offer tailored people and culture solutions and coaching to individuals, teams, and organizations. Our services include but are not limited to:

- People Strategy & Culture Development: Crafting people strategies that resonate and align with your organizational culture and foster environments where diverse talents can thrive.



- Business Strategy Development & Strategy Coaching: Equipping leaders with the tools, knowledge, insights, and leadership conviction that they need to formulate, activate, and execute winning strategies for their business and personal development.
- Interim CHRO Placement: Offering interim leadership to guide and mature your HR practices.
- Organizational Development Interventions: Tailored solutions to address needs such as team development, organizational effectiveness, or M&A Integration.
- High-Impact Leadership Selection & Development: Developing leaders through a variety of development practices, such as comprehensive selection processes and experiential learning programs.
- Coaching: *1:1 coaching* - Deepening leaders' self-awareness and helping them reach their development goals | *Group coaching* - Focusing on a certain group of individuals to build community and meet strategic needs of an organization | *Team Coaching* - Strengthening intact team performance.

Note: We do not offer Recruiting, Benefits Administration, or Employee Relations Services.

Our Story

Four unique partners. One shared vision of bringing **Soulfulness** to individuals and organizations. We view soulfulness as a recognition of our shared humanity, interconnectedness, our desire to matter, and to act with a deep sense of purpose. We have global collective experience of program and leadership roles inside systems, as well as external consultants. We have domain expertise in OD, Leadership Development, Positive Psychology, Marketing, Corporate Strategy and People Operations. We are credentialed with the International Coaching of Federation and elite coaching programs. Most importantly, we are dedicated to our own learning journeys to become more self aware and constantly develop ourselves. Meet the Founding Partners at PBJ:

Christine Parcels (Hudson Certified Coach): With roots in leadership development at Stanford Executive Education and high growth organizations, Christine excels at building teams, coaching leaders to reach their potential, and strengthening organizational effectiveness.

Andrew Brush (Licensed Professional Counselor & ACC): From grassroots mental health efforts, to scaling development for Fortune 100 leaders, to leading in high-growth startups; Andrew's journey is focused on synthesizing his deep knowledge of human behavior, psychology, and leadership into high-impact development experiences.

Elisa Johnson (ACC): With over two decades in human resources senior and executive leadership ranging from startups to Fortune 20 organizations, Elisa is dedicated to ensuring ROI and measurable business outcomes for investments in your People & Organization.

Bernhard Ries: Bernhard Ries (PCC) has over 30 years of experience in the Tech Sector in roles spanning software engineering, marketing, and corporate strategy. Previously, he led Intel's Corporate Strategy Office driving the transformation of the company. He leads PBJ's Strategy Coaching practice.

Join us on our mission to inspire leaders to grow themselves, unite others, and improve the world. **Reach out today (contact@pbjpeople.com)** to explore how we can address your specific needs.