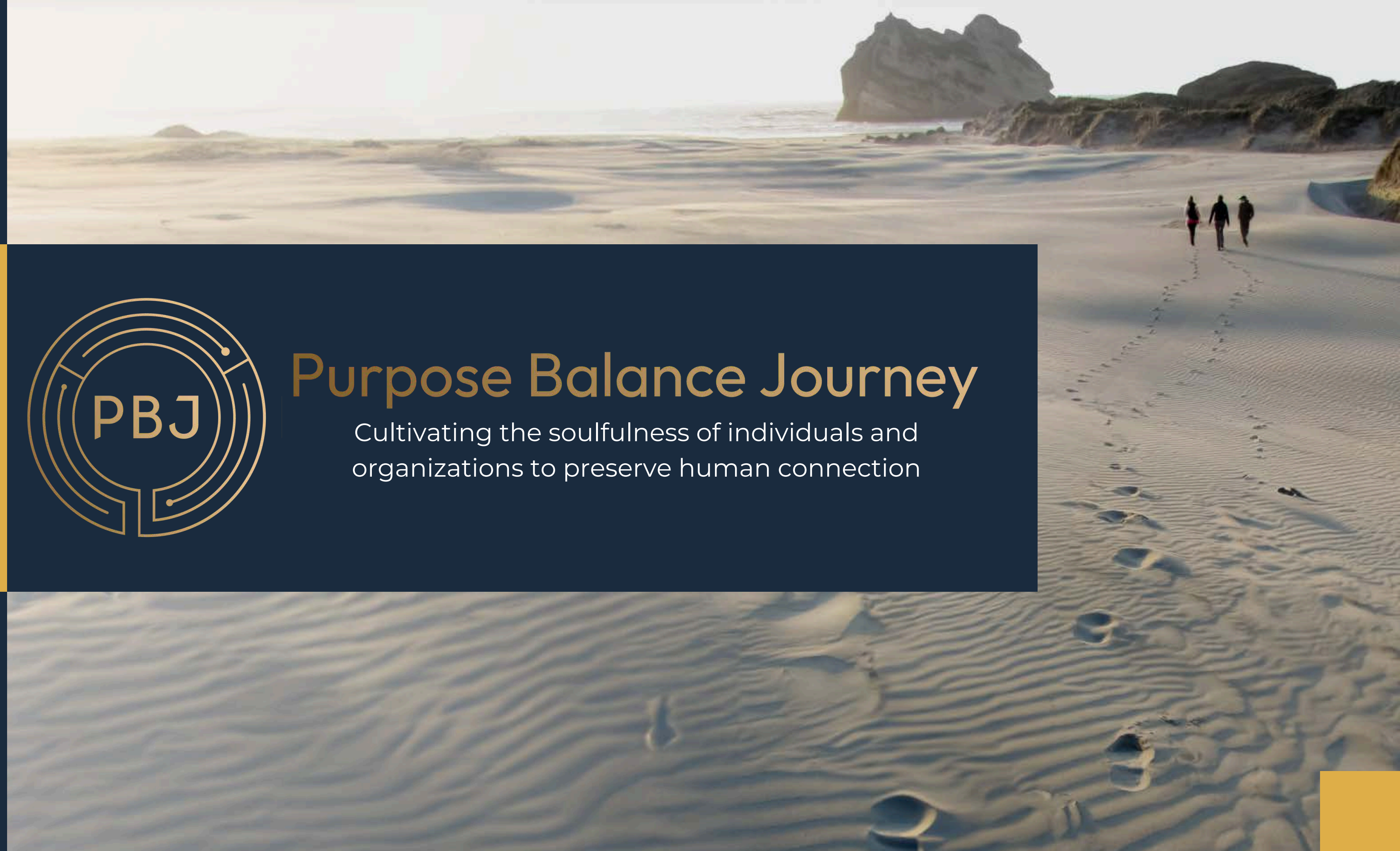




# Purpose Balance Journey

Cultivating the soulfulness of individuals and organizations to preserve human connection



# ABOUT PBJ



Purpose  
Balance  
Journey

We are a boutique coaching and consulting firm passionate about developing leaders and nurturing the soul of organizations. Founded by four partners with complementary experiences across multiple industries and continents, we bring over 60 years of combined leadership experience to the table. Our expertise spans Leadership Development, Positive Psychology, Business Strategy, People Operations, and Organization Development. We offer a range of services, including Executive, Leadership, Group and Team Coaching, Leadership Development Workshops and Assessments, and Consulting in Organization Development, Solutions, and Talent. What sets us apart is our ability to build organizational capability through coaching-centered approaches, nationally awarded expertise, proprietary methodologies, and customized solutions. Whether working with Fortune 100 companies or high-growth start-ups, our goal is to create value through competitive pricing and scalable solutions without sacrificing quality.



# OUR APPROACH



Our unique approach centers on the power of applied learning and building capabilities in people, with a coaching stance at the core of every solution we design and deploy for you.

As experts in leadership development, executive coaching, and strategy, we are committed to meeting you and your people where you are, addressing the unique needs of your organization. We take a holistic lens, blending purpose-driven work with balanced introspection and practical action, focusing on the continuous journey of growth to achieve sustainable results.

Emphasizing 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 individuals thrive, so do their organizations.

# OUR SOLUTIONS



## LEADERSHIP DEVELOPMENT

We deliver proven, award-winning leadership development solutions that build capabilities through applied psychology, high-fidelity simulations, a focus on community and coaching the whole person while solving real business problems:

- Leadership Accelerator
- Development Centers
- Leadership Journeys



## COACHING

We take a whole person approach to coaching: deepening self-awareness, identifying your goals, and building the mindsets & habits to reach your desired end-state. We have access to a deep network of coaches & experts across industries, disciplines, and the globe.

- Leadership Coaching
- Executive Coaching
- Group & Team Coaching



## STRATEGY

Based on a proven methodology, our strategy frameworks & approaches help you define, align, and implement a strategy into a sustainable operating model. We take a capability building approach over creating a dependency on outside consulting support.

- Strategy Assessment
- Strategy Workshops
- Strategy Coaching

# LEADERSHIP ACCELERATOR

A HIGH-IMPACT “FLIGHT SIMULATOR” FOR CRITICAL LEADERSHIP SKILLS



- Co-designed “walk-the-walk” high-fidelity leadership simulator
- Crucible experience designed to accelerate leadership growth
- Customized to your business’s challenges & leadership expectations
- Proven Industrial/Organizational Psychology method with a 95+ year evidence based history.
- Direct observational, objective, and measurable talent performance data.
- Unique experiential learning designed for high-impact development breakthroughs.
- Ideal for high-potential programs, succession planning, next-role development, hiring or promotion decisions, & leadership skills training.

# COACHING SERVICES

COACHING FOR EXECUTIVES, LEADERS, INDIVIDUALS & TEAMS

Our coaching 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.

Coaching is delivered by a network of ICF-certified coaches who have been trained at the most renowned coaching institutes and are certified in all common leadership and personality assessment instruments for individuals and teams.

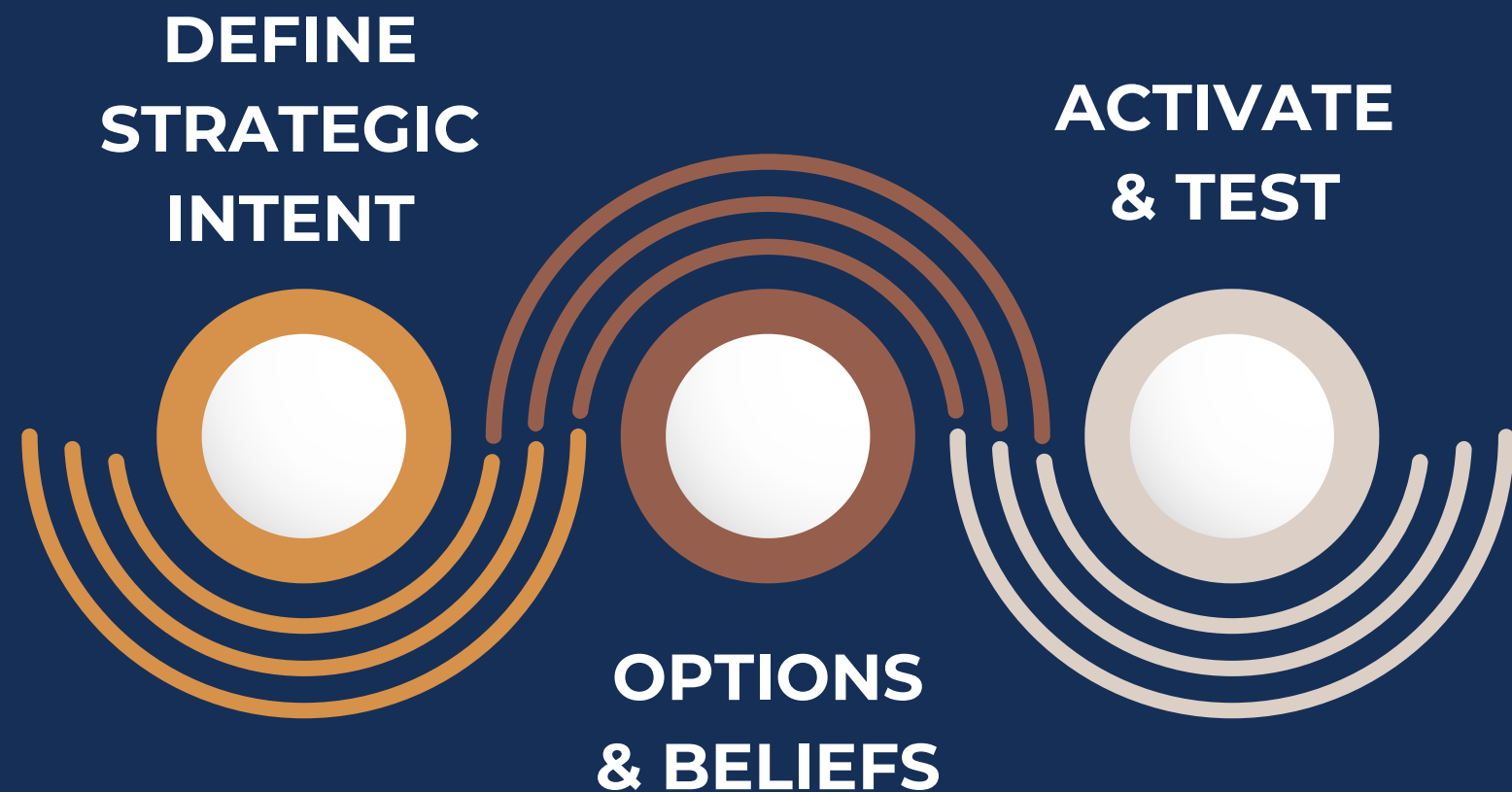
Offerings include:

- **1:1 Coaching** - typically structured as a 6-month engagement with bi-weekly sessions following a tailored coaching plan
- **Group and Team Coaching** - cohort based experiences for groups of leaders or intact teams
- **CEO Success Suite** - Personalized Leadership Coaching, Team Coaching & Strategic Support tailored to the needs of executives delivered by a dedicated executive coach that draws on all resources from the PBJ network as appropriate



# STRATEGY COACHING

A UNIQUE APPROACH TO BUILDING STRATEGIC ACUMEN & ALIGNMENT



“  
Strategy is  
a set of **choices**  
leading to **coherent actions**  
to achieve our **aspirations**”

## PBJ Strategy Diagnostic Survey

- A proven instrument to diagnose the strengths and weaknesses of your team’s approach to strategy.
- Team-based, online survey to articulate, communicate, and implement business strategies.

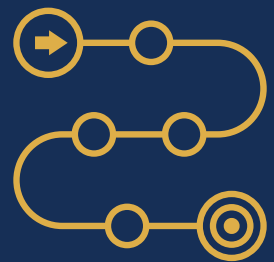
## Strategy Coaching Workshops

- Participants understand and apply a structured framework for strategy development.
- Teams improve strategic thinking through coaching conversations.

## Tailored Business & Coaching Services

- Customized coaching to address specific needs and goals of your businesses and your leaders.

# OD CAPABILITY & CONSULTING SERVICES



## PROCESS

**Discovery:** Gather data, stories, feedback to understand the system, root cause, and various points of view to deeply understand the challenge/need

**Design:** Custom design a solution or intervention(s) using a variety of OD tools, models, and techniques

**Deliver:** Solutions range from in length – from a one-day leadership offsite, multi-day team development program, or year-long change management initiative



## MODELS & TECHNIQUES

- Appreciative Inquiry
- Action Learning
- STAR Organization Design & Analysis
- Design Thinking
- Change Management (leveraging Kotter, Lewin and McKinsey 7-S Models)
- Group, Team, Organization Network Analysis
- World Cafe
- Process Facilitation
- Team Performance - Drexler/Sibbet
- New Leader Assimilation



## BENEFITS

Focus on a holistic, people-first approach to solve organizational challenges, create lasting change, and foster engagement

Builds inclusion, motivation and broader/deeper buy-in for large-scale, important changes

Connects business results with organizational effectiveness



# OUR TEAM

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, and as external consultants. We have domain expertise in Organizational Development, Leadership Development, Positive Psychology, Marketing, Corporate Strategy and People Operations.

We are credentialed with the International Coaching of Federation and elite coaching programs.

We are equally dedicated to our own learning journeys to become more self aware and constantly develop ourselves.



**Elisa Johnson**

*People & Culture  
Advisory*



**Andrew Brush**

*Talent Development &  
Selection*



**Bernhard Ries**

*Strategy*



**Christine Parcels**

*Organizational Development*

# ELISA JOHNSON



Elisa has over 25 years of experience in people and culture, global executive leadership, and executive coaching. Her experience spans working in or consulting for organizations from startup to Fortune 10. She is passionate about coaching the whole person at depth to bring about sustainable change and growth. Elisa's approach to coaching is to ensure the client's growth and development goals, along with accelerated movement are central in the coaching partnership.

She has held high-impact executive and leadership roles in diverse industries such as healthcare, food and beverage, tech, manufacturing, and retail, including leadership positions at UnitedHealth Group, Brown & Toland Physicians, Cargill, Datacard, and Donaldson Company, Inc and Wilson's Leather.

Her global leadership experience includes working in Singapore, Paris, Tokyo, and Seoul where she led Human Resources and projects for APAC/Australia/EMEA and Brazil. In addition to living abroad, she has also lived and operated in many rural locations in the U.S. Her global and rural life experiences brought a macroeconomic and unique leadership perspective to all her engagements.

Throughout her career she has partnered with innovative thought leaders from the world's top business schools and think tanks such as the University of Pennsylvania, Stanford University, Harvard University, University of Chicago, and Northwestern University to bring leading edge research for developing and designing accelerated leadership development experiences.

Elisa embodies the essence of a soulful seeker, continually evolving through bold, intentional strides. She grew up in Minnesota and currently lives in San Francisco, CA. Recently, she embarked on an executive sabbatical, a journey to rediscover her life's purpose for the second half of life. This period was dedicated to deep professional development, establishing healthful practices in nutrition, fitness and meditation. She also used the time for volunteering in an advisory capacity. Her sabbatical period led to her laying the groundwork for Purpose, Balance, Journey People Consulting & Coaching focusing on leadership capacity.

# ANDREW BRUSH



Andrew is a founding partner of PBJ and a deeply curious and passionate coach. Andrew's work is focused on synthesizing his deep knowledge of human behavior, psychology, and leadership to help others achieve their development goals. His approach is informed by a deep care for both your personal and professional well-being.

Andrew believes who we are is not limited to the piece of us that exists at work. Therefore, he takes a whole person approach to help you achieve your goals through greater self-awareness; leveraging of your inner strengths; articulation of clear, meaningful, and impactful goals; overcoming challenging setbacks; & sustaining lasting change.

Andrew has 13+ years experience as a Talent Development leader, coach, consultant and clinician leading within management consulting, start up, and behavioral change organizations. Andrew has over 3,000 hours of coaching and clinical experience, has led the learning and development strategy for an international network of over 3,000 coaches, and has designed executive leadership development and coaching programs for Fortune 100 & startups.

Andrew started his career helping individuals make positive life changes specializing in the areas of suicide prevention, overcoming drug and alcohol addiction, and improving depression & anxiety. He developed a deep interest in improving healthcare systems after experiencing gaps in how we treat mental health and evolved his career into consulting and executive coaching with a focus on leadership development & selection.

Through his expertise in psychology, Andrew provided coaching, consulting, and leadership development to Fortune 100 leaders as well as startups from Director to C-Suite levels and across several industries (e.g. Pharma, Tech/Software, Manufacturing, & Financial Services).

Looking for opportunities to scale his impact, Andrew joined Silicon Valley coaching start-up BetterUp whose mission is "to help people everywhere live their lives with greater clarity, purpose, and passion". As Senior Manager of Coach Development, he led key efforts to scale and develop an international network of over 3,000 coaches. Andrew excels in coaching leaders and teams to drive outsized impact in environments of limited resources and high ambiguity.

Today, as a founding partner of PBJ, Andrew supports PBJs mission to "Inspiring leaders to grow themselves, unite others, and improve the world."

# BERNHARD RIES



Bernhard has over 30 years of experience in the Tech Sector in roles spanning across software engineering, product & brand marketing (including leading Intel’s “Intel Inside® Program” and working closely with leading PC OEMs on joint marketing programs), business development and corporate strategy, culminating in leading Intel’s Corporate Strategy Office, reporting to the CEO and leading a team of senior strategists to drive the transformation of the company.

Bernhard’s expertise lies at the intersection of strategy, communications, and organizational development. Through leadership roles in diverse areas of technology and by operating on three continents (Europe, North America & South America) he has mastered different facets of business and how to best work in diverse cultural settings. His strong belief is that business performance always comes back to leading with a sound strategy while paying equal attention to developing people and activating the power of good leadership to sustain execution.

Bernhard holds a MSc degree in Computer Science from the Technical University in Munich, Germany. He is an ICF accredited (PCC) and Hudson Certified Coach. He is certified in Birkman and Hogan Assessments and a Team Diagnostic Survey Practitioner. As a member of Intel’s Executive Coaching team, he is the recipient of the 2022 ICF PRISM award for coaching excellence. He is based in Mountain View, CA. You can read more about his background at [linkedin.com/in/bernhardries/](https://www.linkedin.com/in/bernhardries/).

# CHRISTINE PARCELLS



Christine's learning and coaching philosophies are grounded in applied behavioral sciences and a whole person approach. Christine is certified by the Hudson Institute of Coaching and holds an MSOD from Pepperdine University. She has worked in various people development capacities for a decade, including Stanford Graduate School of Business Executive Education, Coursera, and as a consultant/coach in a Fortune 100 high-tech company, start-ups and high growth companies.

Having studied, lived, and traveled to over 25 countries, Christine's global experiences and interacting with people from different cultures are a primary influence in her career in people development as it helped her see experiences through different points of view. She works with clients to deepen self-awareness, leadership capabilities, and to better understand the systems of which we are a part. It is an honor to walk with others on their journey to catalyze change at a deeper level whether in a professional or personal setting.

Christine especially enjoys working with individuals who are at critical junctions of their lives and want to find a renewed sense of purpose, or realign their values. She has designed a high-impact, values alignment one-on-one coaching workshop (2-3 hours) to identify core values, goals, and potential obstacles to change. She has also worked with numerous clients to take their leadership to the next level by addressing key skills such as communication, strategic thinking, and delegation. Christine works with high potentials, and new managers up to VP-level leaders across all industries and departments.

# THANK YOU

How can we work together to maximize your team's leadership potential and transform your business?


Contact us today for more information or a free needs assessment.

## Contact Us :

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