



Lisa Gruenloh, MPAP, CPC
Founder & President, Purpose Journey, Inc.

Lisa Gruenloh is a seasoned organizational development consultant, strategic communication expert, and International Coaching Federation (ICF)-certified executive and emotional intelligence coach. Over a 30-year career, Lisa has served in leadership roles in a wide variety of corporate, government, non-profit, and consulting organizations throughout the country. She brings her diverse expertise together as the founder of Purpose Journey, Inc., a consulting, training, and coaching firm.

Purpose Journey® specializes in culture development that builds and sustains high-performing and high-functioning teams and implementing processes, systems, and tools that embed “emotionally intelligent execution discipline” to drive lasting positive impact. Lisa’s purpose-grounded and human-centric approach to organizational success supports people at all levels with the behavioral and mindset skills necessary to build trust, navigate change and uncertainty, enhance well-being, and find meaning, connection, and joy in their work.

Career Highlights. Prior to starting Purpose Journey®, Lisa served as Director of Communications and Leadership Development trainer at InfiLaw Corporation. Before moving to Naples, Lisa worked on Capitol Hill, as director of communications and a spokesperson to a U.S. Senator, U.S. Representative and federal agency board member. She held management roles at top PR firms where she focused on strategic messaging and stakeholder engagement, as well as crisis and issues management. Early on, she worked as a reporter/producer at a major market National Public Radio affiliate.

The breadth and depth of Lisa’s career experience drives her holistic, systems thinking and a unique ability to integrate an organization’s “what, why and how” throughout its strategic and cultural initiatives. Her authentic, collaborative leadership style fosters trust, accountability, and shared commitment with colleagues, clients, and other stakeholders. She has a passion for cultivating connection, finding common ground among diverse stakeholders and creating positive change, being especially energized by achieving results in challenging, complex environments where the opportunity for transformation and impact is often the greatest.

Community Impact. Growing up in a volunteer-driven family, Lisa has long considered community service and philanthropy both a moral and strategic imperative in her business, contributing thousands of hours in pro-bono professional services and community impact work. Among the many local organizations Lisa partners with are David Lawrence Centers for Behavioral Health, where she provides programming for the nationally recognized Adult Drug Court program and serves on the Collier County Drug Court Advisory Council established by Judge Janiece Martin. She also serves on the Gulf Coast to Glades Board of the American Red Cross and as Director of Community Impact for SHRM (Society for Human Resources Management) Naples.

Work in the Depolarization and Civility Movement. Much of her advocacy work during the last decade has been focused on decreasing polarization and promoting civility, dignity, and collaborative problem-solving among elected officials and citizens and in organizations. Lisa currently serves as Co-Chair of the Southwest Florida Alliance of **Braver Angels**, the nation’s largest cross-partisan, volunteer-driven movement to bridge the partisan divide and strengthen our democratic republic. Since 2016, Lisa also has worked with Washington DC-based non-profit **No Labels** which promotes bipartisanship and civility among our elected leaders and helped establish the Problem Solvers Caucus in Congress. She served as State of Florida and Southwest Florida Citizen Leader for the organization.

Non-profit, Journal for Change. A longtime journal writer, Lisa began publishing writing journals and created a journaling support community during the pandemic in 2020. Just two years later, she founded Journal for Change®(JFC), a Florida-based 501(c)3 dedicated to making powerful, evidence-based well-being and personal development practices, tools, and support more accessible. Through JFC and Purpose Journey®, Lisa has donated thousands of writing journals and workshops to youth programs, non-profit and children’s hospitals, recovery programs, domestic violence shelters, leadership programs, and more.

Honors and Recognition. In 2023, Lisa was one of eight coaches globally appointed to the ICF Foundation Council of Ambassadors where she helped promote structured collaborations between ICF-credentialed coaches and non-profit organizations to drive social impact. A 2023 graduate of Leadership Collier, she received the James V. Mudd Award from the Leadership Collier Foundation, which recognizes an outstanding community leader who models integrity, inclusive results-orientation, and selfless community service. In 2020, Lisa was selected to serve as the Graduate Student Commencement Speaker by the School of Public Affairs at American University (AU). During her first experience as an AU graduate student in 1999, Lisa was selected as a Bryce Harlow Fellow, recognizing young professionals in the field of government relations.

Education and Credentials. Lisa holds two graduate degrees from American University in Washington, DC – a Master of Public Administration and Policy and a Master of Public Communication, along with many professional certifications in organizational, leadership, and team development. She’s an Authorized Partner of The Five Behaviors® and Everything DiSC® on Catalyst with Wiley and is certified in the EQi 2.0 Emotional intelligence Inventory, Conflict Dynamics Profile, and Entrepreneurial Mindset Profile. Learn more at <https://www.purposejourney.com/>