

# CEO WORLD

LEADERS



**LISA RYAN, CSP**

FOUNDER & CHIEF APPRECIATION STRATEGIST OF GRATEGY

# GEAR UP FOR GRATEGY

## THE JOURNEY OF LISA RYAN IN TRANSFORMING WORKPLACE CULTURE



Lisa Ryan, MBA, CSP, is the founder and Chief Appreciation Strategist of Grategy, a company dedicated to helping organizations cultivate cultures of gratitude and appreciation. Her journey from corporate sales to entrepreneurship is a testament to her resilience, adaptability, and unwavering commitment to making workplaces better.

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## From Corporate Sales to Entrepreneurship

Lisa's career began as an Executive Recruiter before transitioning into industrial sales, selling electrical cord and cable into the maintenance environment. This experience was followed by a move into the welding industry, where she further honed her skills. Eventually, Lisa found herself thriving in medical sales—until her position was unexpectedly eliminated during a group conference call. Rather than seeing this setback as a defeat, Lisa seized the opportunity to take control of her destiny. Determined that no organization would ever have that kind of control over her career again, she made a bold decision: she would become an entrepreneur.

This pivotal moment marked the beginning of Lisa's journey as a business owner and keynote speaker focused on gratitude strategy—a concept she coined as "Grategy." Her personal experiences with workplace culture, combined with a deep understanding of the power of appreciation, inspired her to dedicate her career to spreading the message of gratitude in the business world. Since 2010, Lisa has been helping organizations transform their workplace cultures by harnessing the power of gratitude, recognition, and employee engagement.

# PASSION FOR GRATITUDE AND MAKING AN IMPACT



## MANUFACTURERS NETWORK PODCAST

In today's fast-paced business landscape, adaptability is key to staying relevant and successful. Lisa has always been proactive in keeping up with the latest trends and innovations across a wide range of industries. While manufacturing, construction, and skilled trades are significant areas of focus, Lisa's work extends into sectors like long-term care, human resources, non-profit, finance, and banking. Her secret? A continuous commitment to learning and growth.

Lisa stays informed by engaging with her network of industry professionals, attending conferences, and actively participating in online communities. She also hosts the \*Manufacturers' Network Podcast\*, where she interviews leaders from various fields, exploring topics like technology, AI, workplace culture, and more. These conversations not only keep her abreast of current trends but also provide her with fresh insights and ideas that she can bring back to her diverse range of clients.

What drives Lisa every day is a profound passion for gratitude and its impact on both individuals and organizations. Her motivation comes from knowing that her work helps business owners, executives, and meeting planners foster environments where employees feel valued, appreciated, and motivated to perform at their best.

"Gratitude is not just a nice-to-have; it's a strategy," Lisa often says. This belief propels her to push the boundaries of what's possible in workplace culture, always striving to discover new ways to integrate gratitude into business practices. Whether she's delivering a keynote speech, writing a book, or working directly with clients, Lisa is fueled by the desire to make a tangible difference in the lives of the people she serves.



# FOSTERING CREATIVITY AND COLLABORATION

At Grategy, fostering a culture of innovation and creativity starts with trust and open communication. Lisa believes that when people feel safe to express their ideas without fear of judgment, creativity flourishes.

To support this, Lisa has developed a model called the "Six Gears of Grategy." This framework outlines a process for leaders to work on themselves and their businesses to create a culture of appreciation that goes beyond being just a "check mark" activity. It's about embedding gratitude into the fabric of an organization, ensuring that recognition and appreciation are integral to how business is conducted.

Lisa encourages her audiences and clients to adopt an "idea-friendly" environment where brainstorming sessions are a regular occurrence and where every suggestion is valued, no matter how unconventional. This approach, combined with the principles of the Six Gears of Grategy, has led to the development of unique solutions that help businesses engage their workforce more effectively and create positive workplace cultures.



## LEADING WITH GRATITUDE AND VISION

Lisa's philosophy on leadership is deeply rooted in the principles of gratitude and servant leadership. She leads by example, demonstrating the values she wants to see in her clients and audiences. For Lisa, leadership is not about exerting power or control; it's about empowering others to achieve their full potential.

"I believe that a leader's primary role is to serve their team," Lisa explains. "By recognizing and appreciating their efforts, you inspire them to go above and beyond." This approach has earned her the trust and respect of her clients and audiences, who see her not just as a consultant or speaker, but as a true partner in their success. Through her work, Lisa empowers leaders to create environments where everyone feels valued, leading to more engaged and motivated teams.

# PARTNERSHIPS THAT PROPEL GROWTH

Throughout her career, Lisa has collaborated with a wide range of professionals and organizations, each of whom has played a significant role in her business journey. One such notable collaboration is her ongoing work with the Precision Metalforming Association's Management Development Academy, where she has conducted leadership programs for the past three years. This partnership has allowed her to refine her expertise in leadership training and make a lasting impact on the participants.

Additionally, Lisa has had the unique opportunity to co-star in two movies with other inspirational leaders, including Jack Canfield of "Chicken Soup for the Soul" John Gray of "Men Are From Mars" and several personal development experts from the smash book and movie "The Secret". These collaborations have been instrumental in broadening her influence and further enriching the insights and strategies she shares with her clients and audiences.



## GRATEGY: A MISSION-DRIVEN ORGANIZATION

Grategy, the company Lisa founded, is a reflection of her passion and commitment to making workplaces better. At its core, Grategy is about helping organizations cultivate cultures where employees feel valued, recognized, and engaged. Lisa's programs, workshops, and keynotes provide actionable strategies that business leaders can implement immediately to see positive changes in their workplace culture.

Grategy's mission is simple yet powerful: to make gratitude a core business strategy. By doing so, Lisa helps organizations not only improve employee morale and retention but also boost productivity and profitability.

# GROWING THROUGH CHALLENGES

Like any successful entrepreneur, Lisa has faced her share of challenges and setbacks. However, she views these experiences not as failures but as valuable learning opportunities that have contributed to her growth as a business leader.

One of the most significant lessons Lisa has learned is the importance of having a Plan B. When the pandemic shut down her business for more than a year, she had to figure out how to continue bringing her message of gratitude to a world that desperately needed it. In response, Lisa created her podcast, took on numerous virtual programs, and even took up acrylic painting as a way to focus on her personal health and wellness during an extremely trying time as a business owner.

This experience reinforced her belief in resilience and adaptability. Instead of being discouraged by the sudden halt in her business, Lisa used the time to innovate and explore new avenues for sharing her message. This mindset of continuous improvement has been crucial to her success, allowing her to navigate the ups and downs of entrepreneurship with grace and determination.

## DESIGNING A FULFILLING LIFESTYLE

For Lisa, work-life balance is not just a goal; it's a non-negotiable part of her life. As a solopreneur, she has created a lifestyle business that fulfills her both professionally and personally. This balance is something she values deeply, having designed her life in a way that allows her to do what she loves while also taking time to recharge and spend quality moments with her loved ones.

A recent development that has added to this balance is that Lisa's husband now has a job offering him more flexibility, allowing him to travel with her. This change has been a bonus in her life, enabling them to enjoy their time together on the road rather than rushing from engagement to engagement. Lisa appreciates the opportunity to fully engage with her clients and savor the experiences rather than being constantly on the move.



Lisa's approach to maintaining a healthy work-life balance involves setting clear boundaries, prioritizing self-care, and being intentional about how she spends her time. She's a firm believer that taking care of oneself is essential to giving your best to others. This commitment to balance allows her to bring her full energy and passion to every aspect of her work and life.

## **EXCITING INITIATIVES ON THE HORIZON**

Looking ahead, Lisa has several exciting projects and initiatives in the works. Her book, "Gear Up for Greatness: How to Transform Workplace Culture with The Six Gears of Grategy," is now available on Amazon. This book will delve into the six core principles of Grategy—attitude, appreciation, access, applause, acts of service, and accountability—providing readers with practical strategies for creating a positive and productive workplace culture.

Additionally, Lisa continues to expand her reach through her podcast, workshops, and speaking engagements, always looking for new ways to share her message of gratitude with a wider audience.

## **INSPIRING FUTURE GENERATIONS OF BUSINESS LEADERS**

As Lisa reflects on her career and the impact she has made, she hopes to leave a lasting legacy in the industry. Her vision is to inspire future generations of business leaders to embrace gratitude as a powerful tool for transformation. She wants to be remembered not just as a successful entrepreneur, but as someone who made a meaningful difference in the lives of others.

Lisa's legacy will be one of kindness, appreciation, and a relentless commitment to making the workplace a better place for everyone. Through her work, she is planting the seeds of gratitude in organizations across the globe—seeds that will continue to grow and flourish for years to come.





**LISA RYAN**

MBA, CSP and Founder of Grategy

# UNLOCK THE POWER OF GRATITUDE IN YOUR WORKPLACE

In today's competitive landscape, creating a positive workplace culture is no longer optional—it's a necessity. Lisa has transformed organizations through her unique gratitude strategies – Grategy® - that foster employee engagement, retention, and productivity.

Let her guide your team to **GREATER SUCCESS** with:

-  Engaging Keynotes
-  Interactive Workshops
-  Actionable Employee Retention Strategies

**BOOK NOW** →

Want to boost morale and build a culture of appreciation?  
Book today to inspire lasting change within your organization.



[www.LisaRyanSpeaks.com](http://www.LisaRyanSpeaks.com)



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GRATEGY

# Six Gears of Grategy®: Driving Workplace Excellence



**LISA RYAN**  
Founder of Grategy

## DISCOVER HOW

**Six Gears of Grategy®**  
—Attitude, Appreciation,  
Access, Applause, Acts of  
Service, Accountability—  
can transform your organization into a  
workplace that attracts and retains top talent.



*"I am filled with #Grategy after Lisa's excellent presentation. The room was packed, the vibe was electric, and everyone left energized. Lisa's ability to connect with any audience—whether manufacturing or beyond—ensures her message of gratitude, employee engagement, and workplace culture resonates deeply. Thank you, Lisa, for making our event a huge success!"*

**Lori Anderson, FASAE, CAE, President & CEO, International Sign Association**

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