



NEWS RELEASE

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Lisa Gordon, Founder & CEO of Lisa Inspires, forms Strategic Partnership with The Steve Alexander Group

SAN DIEGO, CA – August 20, 2018 - Lisa Inspires is pleased to announce a new Strategic Partner – The Steve Alexander Group, to enhance and expand its portfolio of services offered to meet diverse client needs in an ever-changing and dynamic organizational culture and society.

“I am thrilled to partner with The Steve Alexander Group, San Diego’s premiere public affairs, facilitation, and strategic communications firm that has provided stellar services to government entities, non-profit organizations, corporations, and industries for two decades,” said Lisa Gordon, Founder & CEO of Lisa Inspires.”

“The Steve Alexander Group is excited to have Lisa Gordon as a new Strategic Partner to create a new and broader range of client services including innovative approaches to leadership development, conflict management, organizational culture and emotional intelligence, and breakthrough experiences for boards of directors and staffs through inspiring and thought-provoking retreats,” said Steve Alexander, Founder and President of The Steve Alexander Group.

“This new strategic partnership with Lisa Inspires builds upon The Steve Alexander Group’s commitment to offering a range of services that meets the diverse communications, facilitation and strategic planning needs of clients. We welcome the unique and award-winning blend of expertise Lisa Gordon brings to the table,” said Alan Ziegus, Chairman of Southwest Strategies, and Strategic Partner of The Steve Alexander Group.

About The Steve Alexander Group – The Steve Alexander Group, a San Diego-based public affairs and communications consulting firm, offers clients decades of award-winning experience in creative strategic planning, strategic communications, board and leadership development, conflict resolution, collaborative problem solving and team-building, facilitation and mediation and media training and crisis communications. The Steve Alexander Group empowers clients by helping them make decisions that get results -- and by partnering with clients to build successful teams that can fulfill the mission, vision and goals of their businesses and organizations.

Lisa Gordon is a fourth-generation San Diegan, and a dynamic Speaker, Trainer, Facilitator, & Consultant with more than 20 years of experience in business, community, government, international, and public relations. As an award-winning communications executive, Lisa has successfully served on behalf of a mayor, city, regional public agency, school district, non-profit

organization, and thousands of small businesses by launching new initiatives and designing innovative projects, plans and programs to reach target audiences and advance corporate goals and objectives. Additionally, she has proven expertise in building consensus among multiple stakeholders, designing outreach and marketing campaigns to engage new audiences through emerging platforms, and effectively collaborating with boards of directors and public agencies to advance organizational missions, visions and brand identity.

Gordon engages corporate, government, and non-profit clients, staffs and boards of directors in thought-provoking and innovative presentations, retreats, training and consulting experiences to facilitate new discoveries, navigate organizational change, re-think corporate messaging and expand reach to diverse communities. She also inspires executives to re-discover the way they lead and impact the workplace to create a workplace that transforms and empowers. Her expertise includes: leadership development, change management, organizational culture, strategic planning, conflict management, emotional intelligence and community relations.

Gordon's professional educational background includes presenting, teaching, and training at the elementary, secondary, community college, and university levels including the San Diego Unified School District, San Diego Community College, and the University of California, San Diego. Currently, Lisa is a Trainer & Instructor for UCSD Extension, and a guest presenter at the University of San Diego. Previously, she served as an Instructor for San Diego Community College District Continuing Education.

Gordon is also the Bestselling Co-Author of *The Diamond from Within: Overcoming Obstacles in Life and Business*, and a graduate of LEAD San Diego. She has a Bachelor of Arts degree in Communication from the University of California, San Diego and a Master of Science degree in Organizational Leadership from National University.

For more information about Lisa Inspires, visit: <http://www.lisainspires.com/>

For more information about The Steve Alexander Group, visit: <http://alexanderpa.com/about-us>

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