



Joanie Rufo, PCC

Joanie Rufo is a seeker who has consistently aimed to deepen her understanding of the way humans and organizations operate. The value she places on continual learning enables her to accompany and guide leaders with deep compassion as they become more conscious, purposeful, integrated, and effective.

Clients speak of Joanie's deep and steady presence, incisiveness, quick (often irreverent) wit, and fierce care for those she serves. She has cultivated these gifts over a 30+ year career and upholds her presence to clients through daily practices.

EXPERIENCE AND QUALIFICATIONS: Joanie spent the first half of her career facilitating boardroom-level decision-making and advising executives in high-growth industries. She started Initiate in 2007 to engage fully in her own development and to use her learning to serve others.

Joanie enables leaders to expand their presence, capabilities, confidence and influence. They become more able to navigate change and uncertainty and to see new possibilities for themselves and others.

Joanie earned a Bachelor of Arts from the University of Dayton and holds these professional certifications:

- Certified Leadership Coach (CLC), Georgetown University's Institute of Transformational Leadership
- Professional Certified Coach (PCC) via the International Coaching Federation (ICF)
- Certified Practitioner in The Leadership Circle 360° Profile and Collective Leadership Assessment
- Certified Practitioner –EQi 2.0 (Emotional Intelligence)
- Authorized DiSC Facilitator (Wiley Everything DiSC)
- Certified Practitioner, SQ21 Spiritual Intelligence, incl. the study of Conscious Evolution

In addition, Joanie has pursued numerous experiences and fields of study such as racial justice learning circles; mindfulness programs; “both/and” polarity thinking; adult development theory; and the psychotherapy framework of Internal Family Systems. These explorations have expanded both her understanding of the human experience and her ability to meet people where they are.

PERSONAL: Joanie is a dedicated yogi, a voracious reader, a reluctant runner, and an emerging gardener. She lives in Arlington, VA with her husband Bob and is currently learning to speak Italian.

“What are you ready to **initiate**?”