



CHELSEA C. HAYES, SPHR

EXECUTIVE COACH
ON-AIR EXPERT
KEYNOTE SPEAKER
SEMINAR LEADER

CEO & PRINCIPAL CONSULTANT
THE COACHING FACTORY

LOS ANGELES, CA
323.844.3555



"Chelsea has the best platform skills that I've seen. She exudes confidence and competence. Truly inspirational."

-Deborah Augustine Elam

President & CEO Corporate Playbook

President, GE Foundation & Chief Diversity Officer (Retired in 2017)

EXPERIENCE

CEO & PRINCIPAL CONSULTANT

The Coaching Factory
Los Angeles, CA

DIRECTOR OF HUMAN RESOURCES

The Africa Channel
Los Angeles, CA

DIRECTOR OF HUMAN RESOURCES

The Los Angeles Sparks
Los Angeles, CA

HR SPECIALIST

GE Capital
Chicago, IL

INTERN TO THE CHIEF DIVERSITY OFFICER

GE Corporate
Fairfield, CT

EDUCATION

M.S. Communication *Northwestern University*
B.A. Public Relations *Purdue University*
B.S. Public Health Promotion *Purdue University*

Certification

Senior Professional in Human Resources (SPHR)
HRCI 2015

PREVIOUS SPEAKING ENGAGEMENTS



ORGANIZATIONS

American Association of
Pharmaceutical Scientists

Children & Youth Family
Collaborative

Northwestern Alumni Association

Purdue University Research
Foundation

Robert K. Greenleaf Center for
Servant Leadership

YWCA

UNIVERSITIES

DePaul University

Elon University

Georgia Southern University

Hampton University

Howard University

Prairie View A&M University

Purdue University

Syracuse University

Towson University

University of Minnesota

University of Oklahoma

University of Richmond

University of Wisconsin

STATEWIDE & CITYWIDE EVENTS DELTA SIGMA THETA SORORITY, INC.

Arizona Statewide Founders Day

California Statewide Founders Day

Chicago Alumnae Chapter Founders Day

Connecticut Statewide Founders Day

Indiana Statewide Founders Day

May Week Graduation Speaker Pomona

Valley Alumnae Chapter

St.Louis Citywide 80th Anniversary Celebration

COMPANIES

Alpha Studios

Corporate Playbook

GE Capital

GE Corporate

South Coast Air Quality

Management District

TELEVISION

Good Day Sacramento

FREQUENTLY REQUESTED SEMINARS

Moneyish

Take this quiz to see if you're dressed for the boardroom or the boardwalk

So Moneyish tasked fashionable professionals like Brod, Verdi and Millennial job counselor Chelsea C. Hayes of The Coaching Factory to run through the Do's and Don'ts of office-appropriate summer outfits.

Money-ish

THE
Hollywood
REPORTER

Hollywood
REPORTER

MOVIES TV BUSINESS STYLE POLITICS TECH CULTURE AWARDS VIDEO

An Executive Coach Rewrites Steve Harvey's Shocking Staff Memo



The Coaching Factory's Chelsea C. Hayes, who trains millennials and executives in workplace conduct, imagines a gentler tone in this proposed letter.

Kindness goes a long way, according to a Los Angeles-based executive coach.

The Coaching Factory's Chelsea C. Hayes — an Northwestern University grad who trains millennials in workplace conduct and helps executives fine-tune their management skills — has rewritten Steve Harvey's blistering staff memo in a gentler tone in an attempt to accomplish his same goals.

Harvey confirmed on Thursday that he wrote the letter, first published by Chicago media reporter Robert Feder, to cut down the unscheduled meetings with staffers at his Chicago-based talk show *Steve Harvey*.

Chelsea & her team craft each seminar based upon the specific needs of each organization. **No two seminars are the same** and each one is **exciting, meaningful, interactive, professional** and **FUN!**

CORPORATE COMPANIES

ALL STAFF

- Mindfulness. Confidence. Power. -Tackling Workplace Pressure Profitably & Peacefully
- Navigating Through Change: The Setup, The Earthquake & The Resurgence
- How to be the Manager Everyone Loves
- Relationship Building in the Workplace
- Repairing Severed Relationships at Work
- How to Navigate Awkward Networking Events
- Communicating to Win
- 4 Keys to Authentically Winning at Work
- Standing out in a Room Full of Talent
- Your Passion Transformed Into Influence
- What is Executive Presence & How do I Get It?
- Public Speaking Training (All levels)

MILLENNIAL/MANAGER FOCUSED

- Ending the Millennial/Manager Relationship Feud
- Developing the Next Millennial Servant Leader
- Intergenerational Conflict Management
- Connect Before you Correct: The Art of Giving Feedback at Work

UNIVERSITIES

- 3 Traits of the Savvy, Secure & Successful Collegiate Leader
- Advanced HR Principles for Graduate Students
- Black Greek 101: Igniting, Inspiring as 1 NPHC

"It was a pleasure to work with Chelsea, her enthusiasm is contagious. She is always prompt, professional and personable. She is an excellent choice to lead your organization to success!"

-Angela Ewell-Madison, Director of Legislative and Intergovernmental Affairs U.S. Department of Commerce

ABOUT CHELSEA

Chelsea C. Hayes, SPHR is the CEO & Principal Consultant of The Coaching Factory LLC. Based out of Los Angeles, she leads The Coaching Factory, an innovation consulting firm providing solutions in Executive Coaching, Human Resources & Training & Development.

Chelsea holds a Master's Degree in Corporate Communication from Northwestern University. Prior to launching The Coaching Factory, Chelsea was the Director of Human Resources for the Los Angeles Sparks. Prior to moving to LA, she held several roles at General Electric (GE) in corporate diversity, sales, and HR. Her complex roles provided HR support in the areas of executive leadership, talent development, new hire experience, career navigation and coaching.

Chelsea earned two Bachelor's Degrees from Purdue University in Public Health Promotion & Public Relations after beginning college at the age of sixteen. As she emerged as a leader on campus and in her community, she launched a successful global campaign to serve as the National 2nd Vice President of Delta Sigma Theta Sorority Inc., the world's largest non-profit public service sorority. For a three year term, she focused on overseeing, retaining, and growing the Sorority's 250,000+ initiated members. She is currently a member of the Los Angeles Alumnae Chapter.

Chelsea is certified as a Senior Professional in Human Resources (SPHR) by the HR Certification Institute and her work has been featured in The Hollywood Reporter. Chelsea was named 1 of 2 of Purdue University's Outstanding Young Alumni in 2017 and is the Vice President of the College of Liberal Arts Alumni Board of Directors. In her spare time, you can find her at Equinox, reading, on a plane or glued to FaceTime with her niece and nephew, Chyla and Croix!



“Chelsea C. Hayes is a powerhouse in the world of executive coaching. Her guidance and expertise is guaranteed to take you to the next level. The Coaching Factory is a MUST experience”

-Traci Lynn Blackwell, SVP Current Programs, The CW Network





CONTACT

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