

# THE COACHING FACTORY 2025 PORTFOLIO



# CLIENTS INCLUDE:

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Morgan Stanley

## **CHELSEA C. HAYES, SPHR CEO | THE COACHING FACTORY**

### Quick Facts:

- B.A. Purdue University
- M.S. Northwestern University
- Reported directly to 2 global leaders
  - Deb Elam, Chief Diversity Officer @GE (First Black female officer at GE)
  - Paula Madison, Chief Diversity Officer @NBC
- Previously Head of HR @LA Sparks, reporting to team owners
- Member of C100: Northwestern's invitation only group of top female executives
- Advisory Board Member @IIN4, a coalition working towards representation in Hollywood for the 1.85 Billion disabled people around the world
- Certified Minority Business Enterprise (NMSDC)
- Also currently Head of Social Impact & Strategy @ Chicago Association of REALTORS®



**GLOBAL  
CORPORATE  
KEYNOTE SPEAKER  
+  
TRAINING &  
DEVELOPMENT  
EXPERT**



  
**2020  
BEVERAGES  
CAREER WEEK**

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**KEYNOTE SPEAKER:**  
CHELSEA C. HAYES, SPHR  
CEO  
THE COACHING FACTORY

INSPIRATIONAL  
LEADERSHIP

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**OCT 7**  
PRIVATE VIRTUAL EVENT



# 2023 HIGHLIGHT



# Falling for Leadership

## Global Speaking Series:

- SEPT 19** **BLANKROME** **BLANK ROME**  
 BUILDING RELATIONSHIPS ACROSS DIMENSIONS OF DIFFERENCE
- OCT 12**  **SPIN MASTER**  
 EMOTIONAL INTELLIGENCE  
 TEAM EXPERIENCE
- OCT 25**  **DOCKER INC.**  
 PSYCHOLOGICAL SAFETY  
 COMPANYWIDE EXPERIENCE
- ONGOING**  **HOLLYWOOD CHAMBER OF COMMERCE**  
 PEOPLE & CULTURE CONSULTANCY

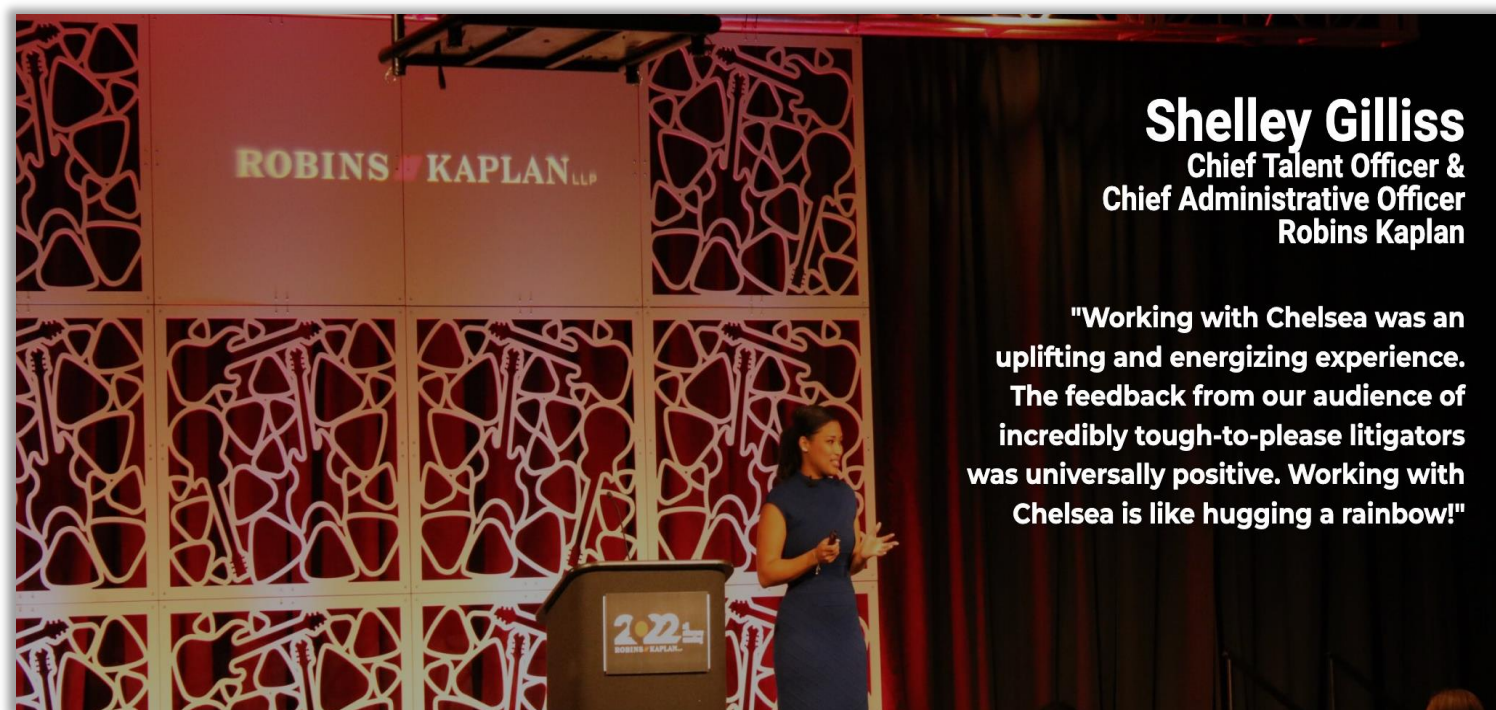


**CHELSEA C. HAYES, SPHR**  
CEO, THE COACHING FACTORY

CORPORATE TRAINING & DEVELOPMENT  
THECOACHINGFACTORYLA.COM

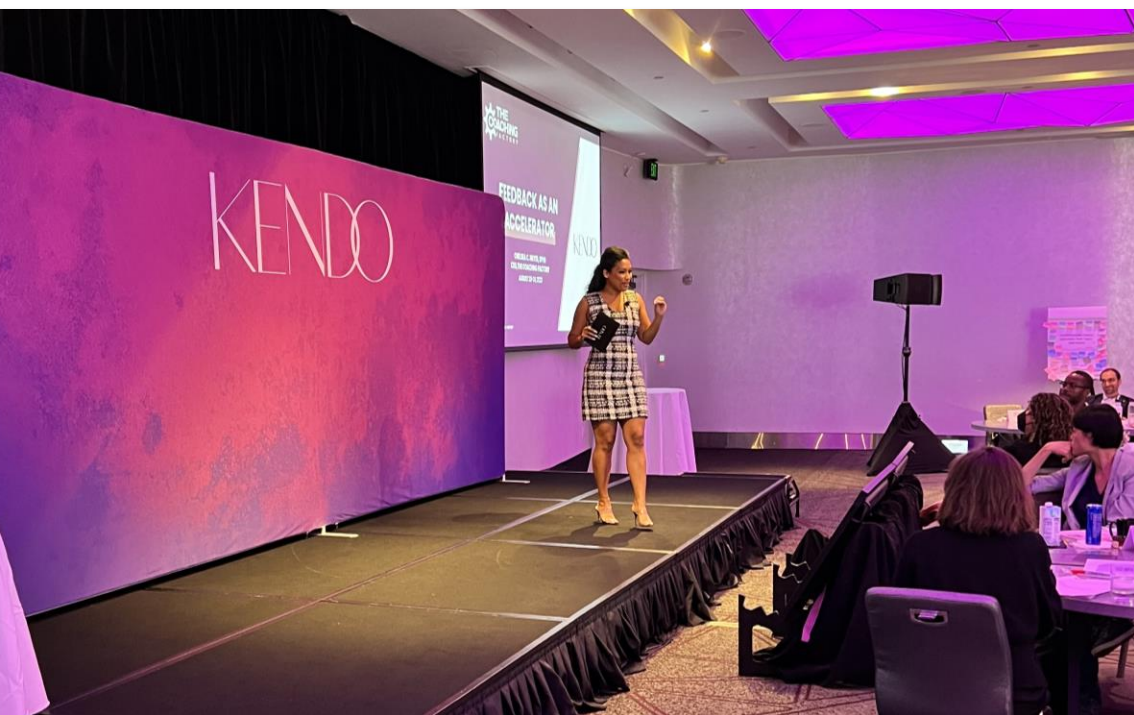
# RECENT WIN

<b>CLIENT</b>	ROBINS KAPLAN GLOBAL LAW FIRM
<b>CHALLENGE</b>	CREATE A 1 HOUR INTERACTIVE EXPERIENCE TEACHING 200 LITIGATORS HOW TO CONNECT WITH ANYONE
<b>LOCATION</b>	NASHVILLE, TN
<b>HOW DOES THIS TRANSLATE?</b>	MASTER CONNECTOR WHO UNDERSTANDS HIGH STAKES & DEADLINES



# RECENT WIN

<b>CLIENT</b>	KENDO AN LVMH COMPANY
<b>CHALLENGE</b>	CREATE A 1 HOUR EXPERIENCE TEACHING ALL PEOPLE MANAGERS HOW TO GIVE FEEDBACK
<b>LOCATION</b>	SAN FRANCISCO, CA
<b>HOW DOES THIS TRANSLATE?</b>	TRUSTED PEOPLE EXPERT – A SOFT PLACE FOR PEOPLE MANAGERS TO LAND




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**“Chelsea, you were truly the highlight of this important experience for our people leaders. Everything you talked to us about resonated! You made such an impact. We can't wait to welcome you back! From the bottom of my heart, thank you for your wisdom and expertise.”**

**Leslie Lerude**

Senior Vice President, Global People + Culture at Kendo Brands, Inc.

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# RECENT WIN

<b>CLIENT</b>	ROBINS KAPLAN
<b>CHALLENGE</b>	1 ON 1 EXECUTIVE COACHING IN PERSON ONCE A MONTH FOR 3 <sup>RD</sup> HIGHEST REVENUE GENERATOR IN THE FIRM FOR A 2 YEAR PERIOD
<b>LOCATION</b>	MINNEAPOLIS, MN
<b>HOW DOES THIS TRANSLATE?</b>	A TRUSTED EXECUTIVE COACH WITH A TRACK RECORD OF SUCCESS

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My Executive Coaching Process focuses on meeting people leaders wherever they are and introducing them to their best. To do so, we focus on **body, mind, spirit, bandwidth, accountability and joy.**

Here are some common themes we address during Executive Coaching Sessions:

1. GOALS
  2. FAMILY
  3. COMMUNICATION
  4. CONFLICT MANAGEMENT
  5. BOUNDARIES & RECONCILIATION
  6. PATTERNS & PEOPLE
  7. DIVERSITY, INCLUSION, EQUITY AND BELONGING
  8. EXECUTIVE IMAGE & BRANDING
  9. TEAM BUILDING & FACILITATION
  10. ENNEAGRAM ASSESSMENT & ANALYSIS
  11. GHOSTWRITING
  12. LEGACY BUILDING
- 



# 7x CLIENT 2018–PRESENT

<b>CLIENT</b>	CHICAGO ASSOCIATION OF REALTORS
<b>CHALLENGE</b>	BUILD A 2 DAY RETREAT FOR BOARD OF DIRECTORS & ALL STAFF
<b>LOCATION</b>	CHICAGO, IL
<b>HOW DOES THIS TRANSLATE?</b>	EXPERT LISTENER WHO BUILDS FROM THE GROUND UP FOR HIGH ACHIEVING LEADERS ACROSS DISCIPLINES



"The vision for this off site, two-day advance was to curate an experience where the board could get to know each other so trust could be built amongst each other to harbor a space with the board to challenge each other for future tough conversations. I wanted her to create something that would **promote vulnerability, acceptance and transparency**. Chelsea and her team not only delivered exactly that but went **above and beyond** where I thought this advance could go! The feedback I received from our board of directors all echoed the same sentiments and then some! I would **HIGHLY recommend** The Coaching Factory to curate and moderate any leadership meetings. She is **beyond extraordinary!**"

**Tommy Choi, Co-Founder, Weinberg Choi Residential**

President, Board of Directors Chicago Association of Realtors 2018–2019



# WHAT OUR CLIENTS ARE SAYING



 **PEPSICO**

**2020 BEVERAGES CAREER WEEK**

**KEYNOTE SPEAKER:**  
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 CEO  
 THE COACHING FACTORY

INSPIRATIONAL LEADERSHIP

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 THE COACHING FACTORY

## #1

Attended Event for 2020 Beverages Week with over 400 attendees

## #1













Rated Event for 2020 Beverages Week

"We were so excited to have Chelsea for our inaugural career week for our Juice Plus and Sports & Fitness Pepsi teams. **Engaging employees virtually is no easy feat but The Coaching Factory did so seamlessly. Chelsea was able to keep high energy, keeping 400 attendees attentive with interactive features.** The trademarked Spectrum of Inspiration was helpful for ALL levels of employees and her innovative style of teaching made this our highest rated event!"

**-Nadia Vedhapudi**

Juice + Innovation Marketing | PepsiCo, Inc.  
 Tropicana & Naked

# THE COACHING FACTORY'S SUITE OF 12 SIGNATURE EXPERIENCES


PURCHASED BY	TRAINING TITLE	DESCRIPTION
	<p>3 POWERFUL PRACTICES OF THE INSPIRATIONAL LEADER</p>	<p>The Coaching Factory's Inspirational Leadership Spectrum™ How to know where you are now &amp; how to grow</p>
	<p>CONQUERING CONNECTING</p>	<p>3 Ways to Connect With Anyone</p>
	<p>EXECUTIVE PRESENCE</p>	<p>The Coaching Factory's Executive Presence Spectrum™ Disengaged/avoidant presence, learning/emerging presence, leading/solving presence, undeniable executive presence.</p>
	<p>SIGNATURE</p>	<p>An advanced full day experience for brand/brief builders</p>
	<p>FEEDBACK AS A CAREER ACCELERATOR (People leaders only)</p>	<p>How to deliver actionable feedback</p>
	<p>MAY THE BEST PIE WIN (First step diversity training for all)</p>	<p>An interactive experience <i>introducing</i> the concepts of diversity, inclusion, equity, belonging and justice. Teaches behaviors to exhibit at any level to be inclusive leaders</p>
	<p>NEW MANAGER ASSIMILATION</p>	<p>An experience designed to gel a new manager with an existing team using our Team Performance Curriculum</p>
	<p>PUBLIC SPEAKING TRAINING</p>	<p>The Coaching Factory's 7 Steps to Speaking Splendidly™ How to speak to anyone, anywhere at any time.</p>
	<p>YOUR STORY, YOUR BRAND</p>	<p>How to tell your career story at work and make your personal brand shine</p>
	<p>THE POWER OF ONE</p>	<p>How to build strong and inclusive virtual/hybrid teams</p>
	<p>INSTINCT &amp; INCLUSION (Senior leaders)</p>	<p>Why is Inclusion so hard? An educational experience based on the answer: History, Identity &amp; Trust</p>
	<p>THE SUMMIT (Executive level offsite inclusion experience)</p>	<p>The deepest, most intimate look inside of ourselves to explore how our own pain, privilege, positive experiences and individual lenses shape our workplace everyday</p>

# PROPRIETARY LEARNING MATERIAL

**Take the Action Pledge**

Reading, listening & reflecting  
=Internal Development Activities


Your action plan must impact another human  
=External Development Activities



### THE COACHING FACTORY'S EXECUTIVE PRESENCE SPECTRUM™



- DISENGAGED/AVOIDANT PRESENCE**
  - Isolated
  - Difficult
  - Steadily Searching for Shortcuts
  - Pot Stirrer
  - Focused on the Wrong Outcomes
  - Complainer
  - Competent
- LEARNING/EMERGING PRESENCE**
  - Absorbing
  - Watching
  - Applying
  - Noting Missteps
  - Working
  - Growing
  - Connecting
- LEADING/SOLVING PRESENCE**
  - Vessel for Answers
  - Thought Leader
  - Effective
  - Unwavering
  - Excited & Ignited
  - Polished
  - Actively Nurtured by Company Leadership
- UNDENIABLE EXECUTIVE PRESENCE**
  - Loyal
  - Room Changers
  - Kind & Incredibly Thoughtful
  - Natural Refuge
  - Decisive
  - Relentless yet Rational
  - Relationship Capital Overflows


### ADVANCED LEADERSHIP TRAINING: EXECUTIVE PRESENCE

NAME: \_\_\_\_\_ DATE: APRIL 18, 2019

**THE COACHING FACTORY'S EXECUTIVE PRESENCE SPECTRUM™**  
Executive Presence is experienced when a proven leader is trustworthy, influential and powerfully polished.

- PROVEN
- TRUSTWORTHY
- INFLUENTIAL
- POWERFULLY POLISHED

NOTES:



\_\_\_\_\_ has Undeniable Executive Presence & I'm so inspired by the way they lead. Before **6PM 4.19.19** I'll deliver a handwritten thank you note!

**MOST COMMON PITFALLS**

- NOT CONSIDERING THE \_\_\_\_\_
- UNMANAGED \_\_\_\_\_
- SPENDING TOO LITTLE TIME \_\_\_\_\_
- LEAVING TOO LITTLE ROOM FOR \_\_\_\_\_

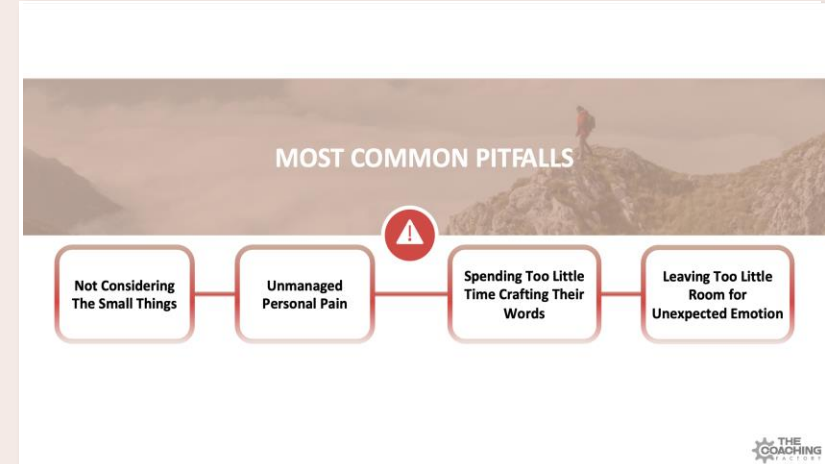
**SAMPLE QUESTIONS FOR FEEDBACK**  
*Script:* Hi James! I've scheduled 15 minutes on your calendar at your convenience? I'm doing a leadership development exercise on executive presence & I'd like your feedback. I have 6 questions prepared.  
\*What is your definition of Executive Presence? Is there a time in your career when you felt you gained a real grasp on what it means for you?  
\*What's something you know now about leading people that you wish you considered at an earlier career stage?  
\*Can you think of a time when you witnessed me exhibiting executive presence?  
\*On a scale 1-10, 10 being excellent, how would you rate my attire/grooming?  
\*In terms of my communication style, what should I focus on to improve?  
\*Is there anything else you think I should know?

Be sure to send a thank you note and follow up with progress


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### MOST COMMON PITFALLS



- Not Considering The Small Things
- Unmanaged Personal Pain
- Spending Too Little Time Crafting Their Words
- Leaving Too Little Room for Unexpected Emotion




### LEADERSHIP TRAINING

Thriving within the culture

### ADVANCED LEADERSHIP TRAINING

Designing the culture



# THANK YOU!



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