

THE COACHING FACTORY 2025 PORTFOLIO



CLIENTS INCLUDE:

1



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 Chief of Staff @ Chicago Association of REALTORS®



GLOBAL CORPORATE KEYNOTE SPEAKER + TRAINING & DEVELOPMENT EXPERT



 **PEPSICO**

**2020
BEVERAGES
CAREER WEEK**

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

INSPIRATIONAL
LEADERSHIP

OCT 7
PRIVATE VIRTUAL EVENT



GLOBAL SPEAKER SERIES HIGHLIGHTS



Falling for Leadership

Global Speaking Series:

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

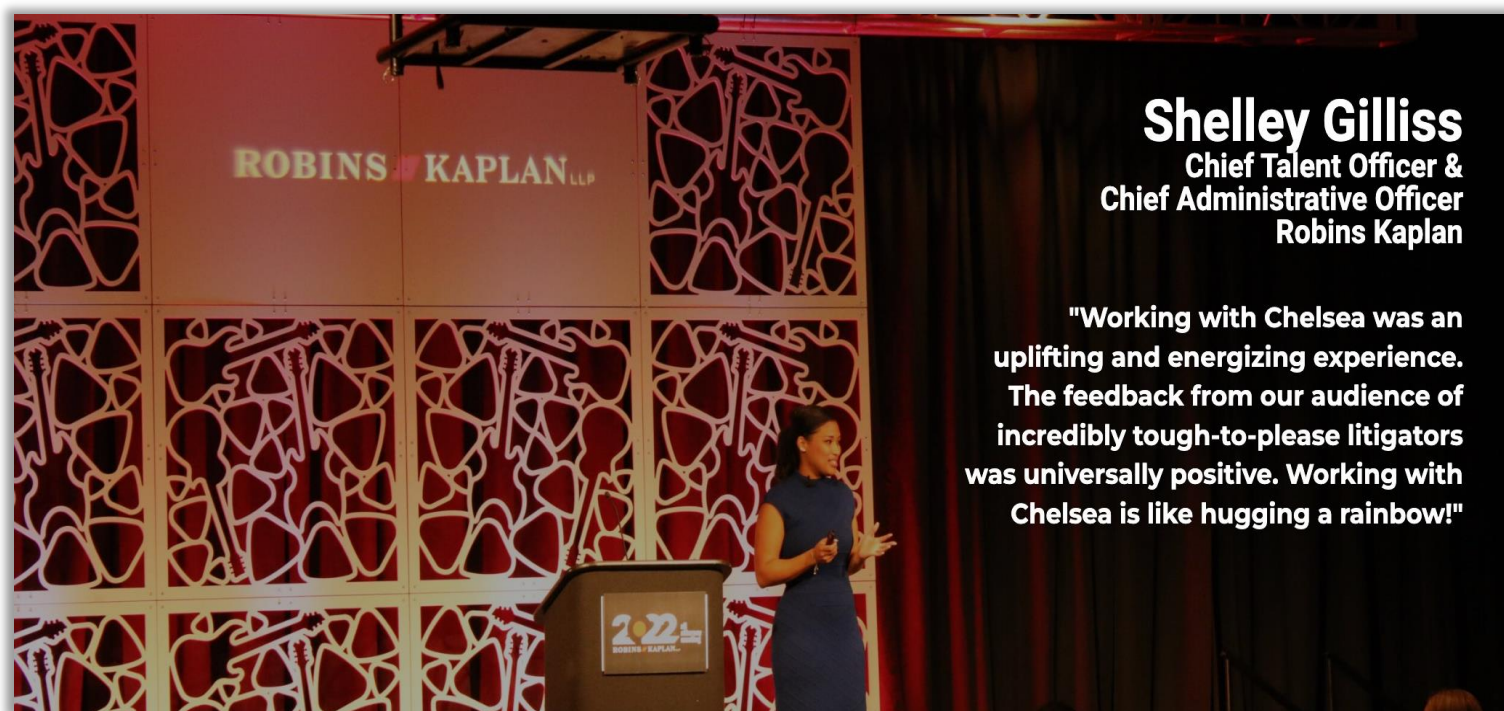
 **THE COACHING FACTORY**

CHELSEA C. HAYES, SPHR
CEO, THE COACHING FACTORY

CORPORATE TRAINING & DEVELOPMENT
THECOACHINGFACTORYLA.COM

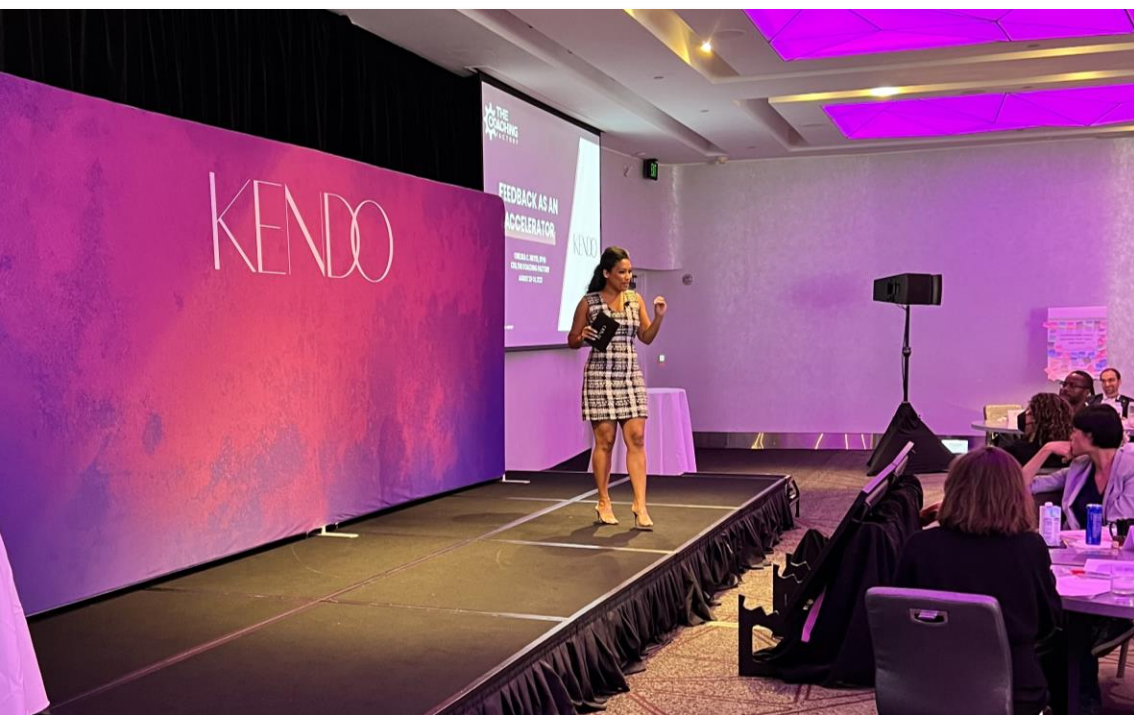
RECENT WIN

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



RECENT WIN

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



“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.

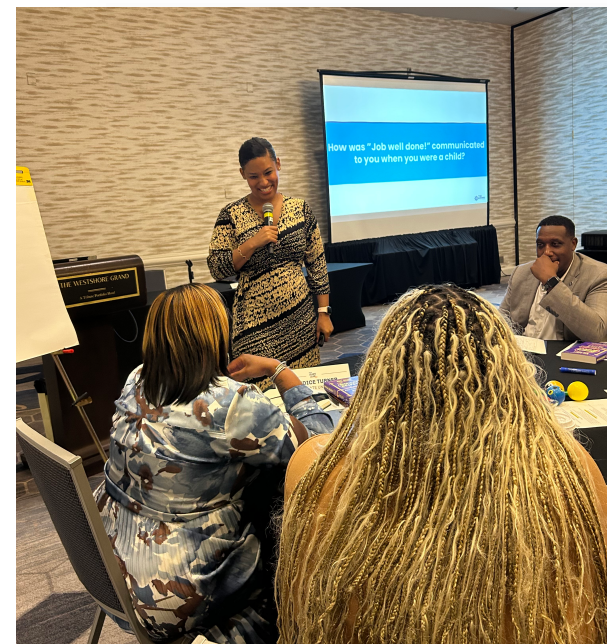
RECENT WIN

CLIENT	NCAA
CHALLENGE	LEAD A 90 MINUTE CAREER ADVANCEMENT SESSION FOR THE DR. CHARLES WHITCOMB LEADERSHIP INSTITUTE.
LOCATION	TAMPA, FL
HOW DOES THIS TRANSLATE?	A SPECIALIST IN HELPING PROFESSIONALS LEVEL UP IN THEIR FIELD.

"With a **remarkable** blend of care, authenticity, and expertise, Chelsea guided our participants through the process of cultivating and enhancing executive presence in a way that was both practical and deeply **inspiring**. Chelsea's approach was centered on the human side of leadership. She created a supportive environment that encouraged self-reflection and honest dialogue, allowing participants to explore what it truly means to step into the greatest version of you."

DeeDee Merritt

Managing Director, Leadership Development | NCAA



RECENT WIN

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

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



7x CLIENT 2018–PRESENT

CLIENT	CHICAGO ASSOCIATION OF REALTORS
CHALLENGE	BUILD A 2 DAY RETREAT FOR BOARD OF DIRECTORS & ALL STAFF
LOCATION	CHICAGO, IL
HOW DOES THIS TRANSLATE?	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



2020 BEVERAGES CAREER WEEK

KEYNOTE SPEAKER:

CHELSEA C. HAYES, SPHR
CEO
THE COACHING FACTORY

INSPIRATIONAL
LEADERSHIP

OCT 7

PRIVATE VIRTUAL EVENT



#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

10

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

PROPRIETARY LEARNING MATERIAL

11

Take the Action Pledge

Reading, listening & reflecting
=Internal Development Activities

Your action plan must impact another human
=External Development Activities



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.

1. PROVEN
2. TRUSTWORTHY
3. INFLUENTIAL
4. POWERFULLY POLISHED

NOTES:



DISENGAGED/AVOIDANT
PRESENCE



LEARNING/EMERGING
PRESENCE



LEADING/SOLVING
PRESENCE



UNDENIABLE EXECUTIVE
PRESENCE

_____ 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

5. NOT CONSIDERING THE _____
6. UNMANAGED _____
7. SPENDING TOO LITTLE TIME _____
8. LEAVING TOO LITTLE ROOM FOR _____

SAMPLE QUESTIONS FOR FEEDBACK

Script: Hi James! May I schedule 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

© COPYRIGHT 2019 CHELSEA C. HAYES, SPHR CEO & PRINCIPAL CONSULTANT THE COACHING FACTORY LLC DO NOT DUPLICATE
www.TheCoachingFactoryIA.com

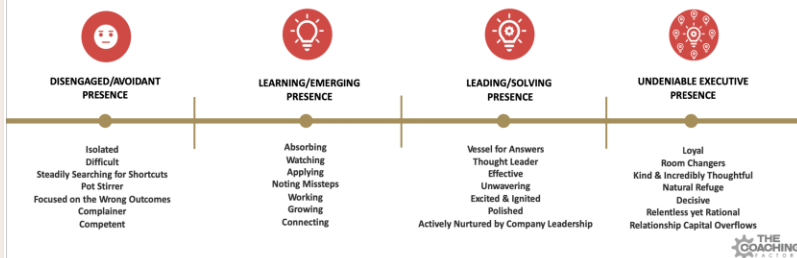
1



MOST COMMON PITFALLS



THE COACHING FACTORY'S EXECUTIVE PRESENCE SPECTRUM™



LEADERSHIP
TRAINING

Thriving within the culture

ADVANCED
LEADERSHIP
TRAINING

Designing the culture



All learning material is custom made in house specifically tailored to the needs of each individual client.



THANK YOU!



Business Inquiries: Connect@TheCoachingFactoryLA.com

Chat with Chelsea: Chelsea@TheCoachingFactoryLA.com

Stay Connected: www.TheCoachingFactoryLA.com



[@ChelseaCHayes](https://www.instagram.com/ChelseaCHayes)

[Speaking Reel](https://www.instagram.com/SpeakingReel)