



Portfolio 2026

The Coaching Factory

Clients Include



Chelsea C. Hayes, SPHR
CEO, The Coaching Factory
Los Angeles, CA

Quick Facts:

- B.A. Purdue University
- M.S. Northwestern University
- Foremost advisor to 6 CEOs
- 2025 named 150 Most Influential Alumni in the History of Purdue University
- Traveled globally directly reporting to 2 Chief Diversity Officers
 - Deb Elam, Chief Diversity Officer @GE
 - Paula Madison, Chief Diversity Officer @NBC
- Previously Head of HR @LA Sparks
- Member of C100: Northwestern's invitation only group of top female executives





Executive Coach, Team Retreat Master Architect, Global Keynote Speaker





Global Speaker Series Spotlight

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	DOOKER 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



People Transformed. One Workplace at a Time.



Chelsea C. Hayes' Q4 Experiences



OCT. 18

California Association of Marriage & Family Therapists

Design & Facilitation - 2025 Board Retreat

Long Beach, CA



NOV. 5

YUM! Brands

Design & Facilitation - 3 Powerful Practices of the Influential Leader

Plano, TX



NOV. 12 12PM PDT - 1PM PDT / 3PM EDT - 4PM EDT

The Coaching Factory - Coach's Office Hours

Looking for guidance on people, leadership or career goals?

Join & ask me anything! Free & Open to All. 20 attendees max

Virtual
Register at Website Below



DEC. 11

HEINEKEN

Design & Facilitation - Executive Presence: 5 Ways to Elevate Your Brand

Virtual &
White Plains, NY



DEC. 18

Our Village United

Design & Facilitation - 2025 Team Retreat

Atlanta, GA

www.TheCoachingFactoryLA.com

What Our Clients Are Saying

4



2020 BEVERAGES CAREER WEEK

KEYNOTE SPEAKER:

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

INSPIRATIONAL
LEADERSHIP

OCT 7
PRIVATE VIRTUAL EVENT



"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

Recent Win



5

Client	Nike
Challenge	With 10 days lead time, design a 4 hour interactive retreat experience for 14 leaders on the topic of High-Performance Teams.
Location	Scottsdale, AZ
How does this translate?	With any lead time and any location, we deliver because we care.

"Chelsea partnered closely with us ahead of time to ensure her programming reflected the real needs of our team. Once onsite, her ability to engage the group was **outstanding**. She created space for vulnerability and honest dialogue while also bringing **energy, learning, and fun** into the experience. The result was a memorable moment for the team that strengthened connection and trust while setting the stage for lasting cultural impact and **improved business performance**."

I highly recommend Chelsea for any organization looking to elevate team culture or take team effectiveness to the next level!"

Michael Mlakar

VP, JD Sports & Finish Line
Nike



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

"Working with Chelsea was an **uplifting** and **energizing** experience.

The feedback from our audience of incredibly tough-to-please litigators was universally positive. Working with Chelsea is like **hugging a rainbow!**"

Shelley Gilliss

Chief Talent Officer & Chief Administrative Officer
Robins Kaplan



Recent Win



7

Client	Cara Collective
Challenge	Design and facilitate a 2-day retreat for Cara's executive leadership team.
Location	Chicago, IL
How does this translate?	Expert facilitator trusted to guide and support top leadership.

“Chelsea embodies joy and energy. She is a **high-powered facilitator** whose positivity and practical no nonsense approach is both **engaging** and **disarming** for those who might be resistant to vulnerability-based work. I am forever grateful to her for her wisdom. She is **decisive, strategic, cerebral** and also **incredibly approachable**. I've worked with many consultants and facilitators over the past 20 years. Chelsea rates **among the very best**.”

Karin M. Norington-Reaves
President & CEO
Cara Collective



Recent Win



8

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

KENDO

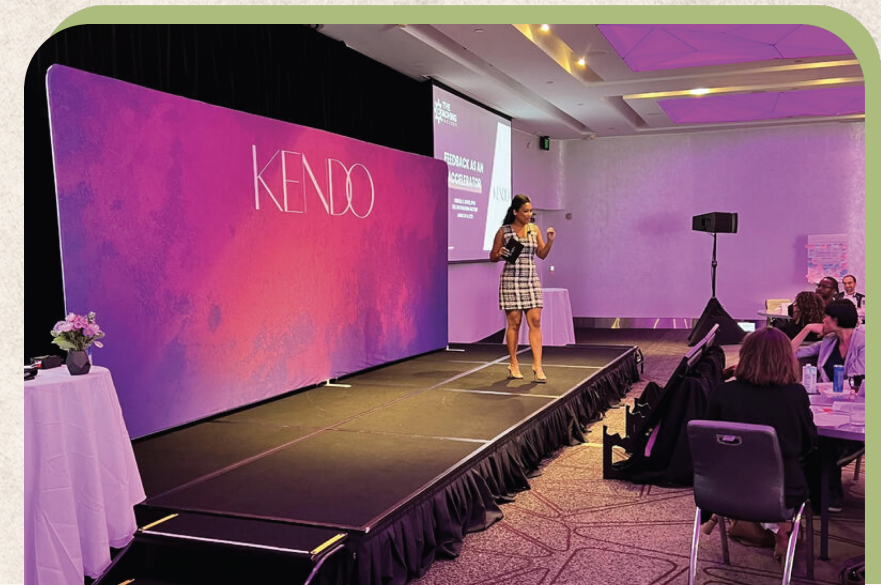
9

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.



7x Client 2018-Present



10

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



Recent Win

Client	Robins Kaplan
Challenge	1 on 1 Executive Coaching in person once a month for 3rd 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
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



The Coaching Factory's Suite of 12 Signature Experiences

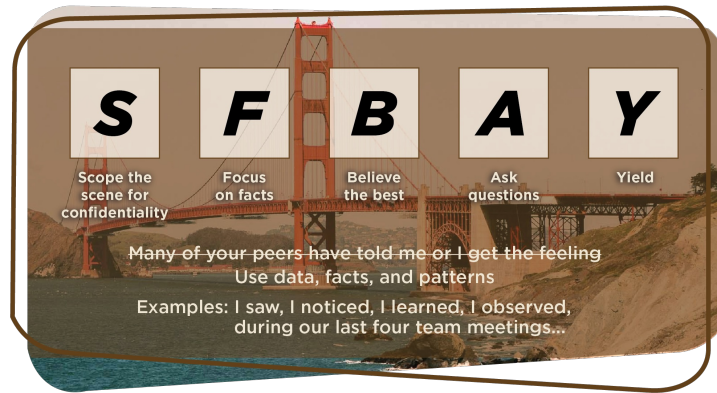
12

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 introducing 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

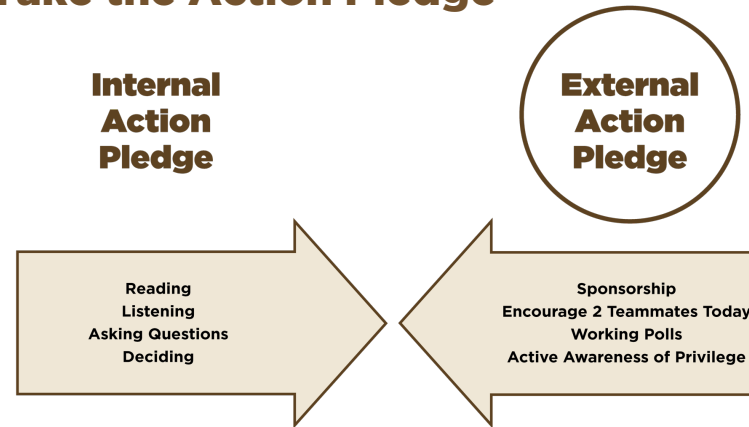
Proprietary Learning Material

13

Feedback: The Art of Delivery



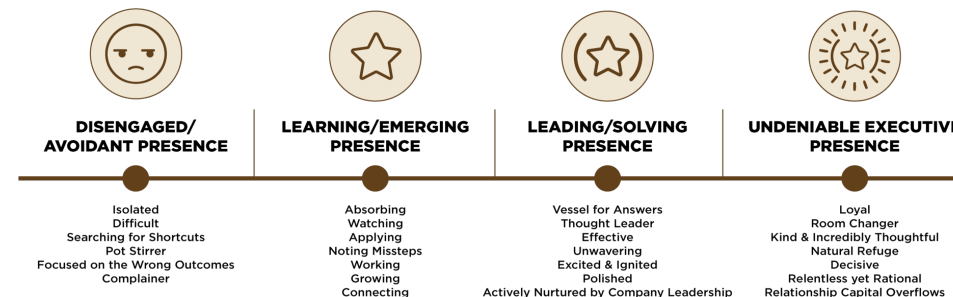
Take the Action Pledge



The 4H's

Human	Set the scene. What was typical or expected about the moment prior to the action? What were you or others doing before things changed? Paint us a picture of the status quo.
Hard	Tell us about a BIG problem, a BIG roadblock, a REAL issue. Tell us about what disrupted the normality you were experiencing.
Heroic	What did you or someone else do to save the day?
Hope	Wrap it in a bow. Tell us a takeaway that lifts and inspires.

The Coaching Factory Executive Presence Spectrum™



THE COACHING FACTORY **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 [Name], 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 office/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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Chelsea's New Book Available NOW!

14

Our book is the **perfect** and **practical** gift for conference attendees- perfectly suited for placement on all chairs!

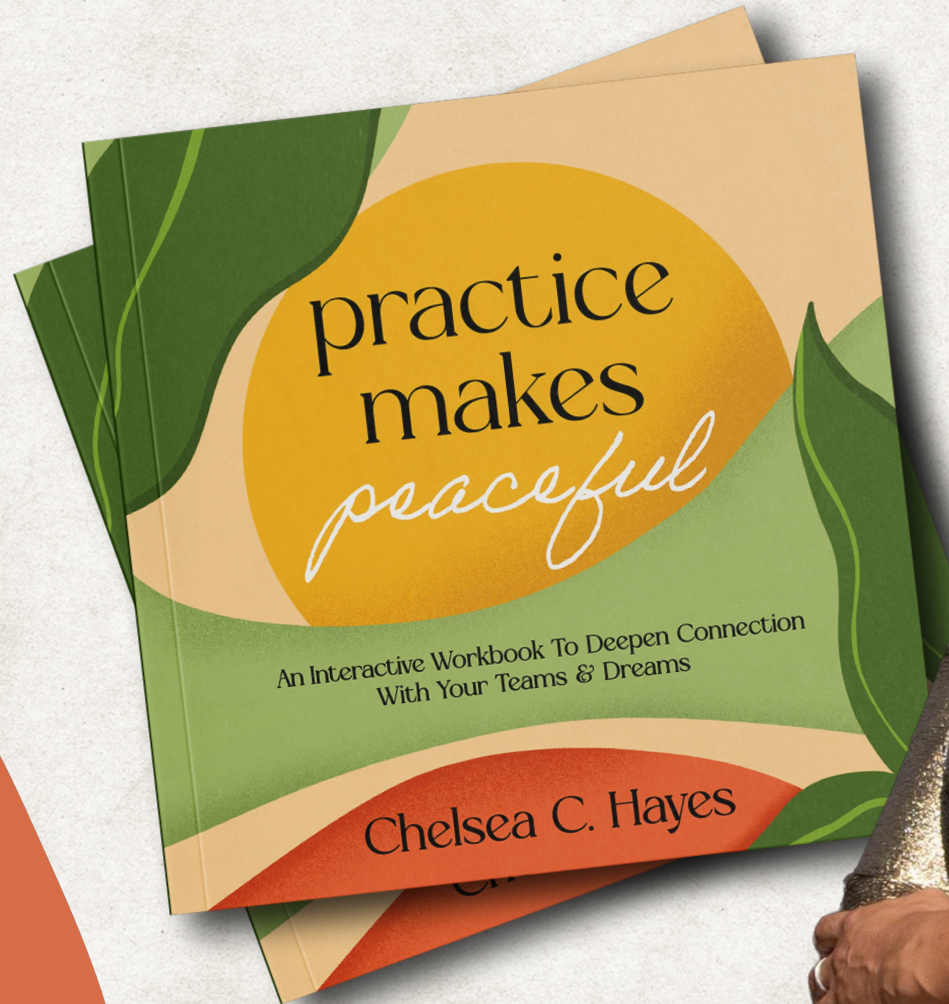
Bulk orders delivered to teams at:

- Alabama State University Athletics
- Grow Consultancy
- McKinney
- Northwestern Alumni Association
- Ogilvy
- University of Southern California

“Chelsea’s voice is dynamic yet deeply human, making meaningful growth feel not only possible, but sustainable.”

Courtney Schroeder

Head of Belonging & Community Impact
General Mills



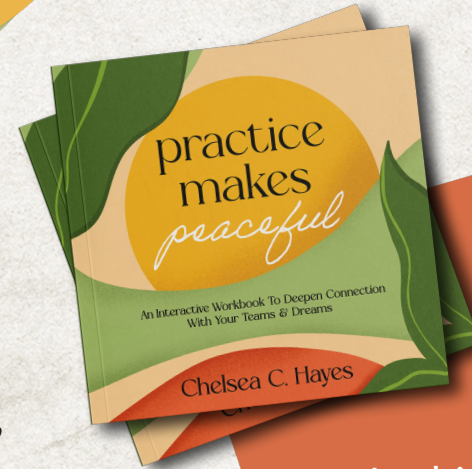
Chelsea's New Book!

15

In our divided and demanding world, my purpose is to guide people to become more peaceful and profitable at work. Peace in our decisions and actions is the ideal destination-not perfection. In *Practice Makes Peaceful*, you'll find:

- Questions that gently guide you to a deeper understanding of yourself and others
- Activities for the leader who desires team cohesion but is too exhausted to design it
- Practical ways to stand out at work (even virtually), assess your career and audaciousness
- Rituals to access the life you want, not the life you think you can get

How To Use: Pick a page, ask your team, loved ones, or friends to fill it out too, share and be amazed as connections come alive.



"I have had the privilege of witnessing Chelsea's rare and remarkable gifts of connecting people and sparking profound insight.

In this era of constant change, the critical question for every leader is: *'How do we unlock the untapped potential within our teams to not only navigate what's next, but to lead the way?'*

This workbook is Chelsea's powerful answer, translating her energetic and empathetic coaching into a guide for building the teams of the future. It is an indispensable resource for any leader serious about fostering resilience and achieving breakthrough performance."

Susan Howe
Chief Executive Officer
Weber Shandwick

THANK YOU!

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