




CATALYST ACTION COACHING

Be the Catalyst



Communication Training
Interview Preparation
Career Coaching
Executive Coaching
Mindfulness Instruction

Warm Welcome!
From Master Coach Rebecca Cooley



Programs

PRIVATE PROGRAMS

- EXECUTIVE COACHING
- PUBLIC SPEAKING TRAINING
- LEADERSHIP COMMUNICATION
- INTERPERSONAL COMMUNICATION
- CAREER COACHING
- INTERVIEW PREPARATION TRAINING
- LIFE COACHING
- MINDFULNESS AND STRESS-REDUCTION TRAINING

GROUP PROGRAMS

- THE AUTHENTIC CONNECTION COMMUNICATION PROGRAM
- THE COURAGEOUS CAREER CHANGE PROGRAM
- THE AUTHENTIC INTERVIEW PREP PROGRAM
- THE STRATEGIES FOR INTROVERTS PROGRAM
- THE PERSONAL LIBERATION PROGRAM
- THE MINDFULNESS PROGRAM

Tracks

PRIVATE COACHING & TRAINING

Master Coaching with Rebecca Cooley

The Private Coaching and Training Programs are designed for individuals who desire a custom solution with personalized support to help them reach their targeted goals.

In the program, you receive:

- Six private coaching sessions with Rebecca including a 90-minute Intro Session and Assessment
- Results-focused custom coaching and training customized for your [specific goals](#)
- A whole person integrative-solution approach to coaching
- Custom homework to help you reach your goals
- An individual assessment of your learning style and personality type to further customize the program for you
- Built in assessments throughout the program to give you and your coach insight into your measured progress
- Accountability and Motivation Coaching to help you stay on track to reaching your goals
- Access to the online group class relating to your program (includes 6 modules and 36 lessons)
- Weekly Live conference calls
- Access to the private online group
- My Gift to You: Ticket to 1 weekend retreat per year
- My Gift to You: One Live 90-minute group session (In NC)
- My Gift to You: Monthly Physical Care Packages from your Coach

3-month engagement Starts at \$3497

[**Yes I am interested in Private Coaching with Rebecca!**](#)

GROUP TRAINING

Courses with Rebecca Cooley

Rebecca offers support and solutions through online training combined with group and private calls.

In the program, you receive:

- Access to the online group class (includes 6 modules & 36 lessons)
- One group conference call with Rebecca
- Access to the private online group forum
- Ticket to 1 weekend retreat per year
- My Gift to You: One 30-minute private call with Rebecca
- My Gift to You: Monthly Virtual Care Packages from your Coach

6-week program Starts at \$1197

[**Yes send me more information about the Classes!**](#)

Be the Catalyst



Services

COMMUNICATION TRAINING

Public Speaking | Communication | Leadership

This Coaching and Training Program includes an Intro Session with an Assessment, followed by 60-minute sessions with custom instruction. The program duration varies by person and goals and includes a 3, 6 or 12 month engagement. During your assessment, you and your coach will co-create a customized strategy based on your goals and areas for improvement. The program duration varies by person and goals. During your individualized program, you will practice your presentation or conversations and receive expert feedback and recommendations for improvement, and receive targeted instruction to help you achieve your public speaking, communication, or leadership goals.

The Catalyst Speaker Training Program is a customized program based on your specific communication goals, topics may include:

- Using Proven Relaxation Techniques to Manage Speaking Anxiety
- Organizing Your Speech
- Speaking with Clarity and Confidence
- Reducing Mental Noise while Presenting
- Help with Preparing and Practicing Your Introduction and Lead-in
- Persuasive Presentations
- Developing and Incorporating Anecdotes and Stories into Your Presentation
- Audience Analysis and Tailoring Your Message to Your Audience
- Authentically Connecting with Your Audience, Learning to let go of “me vs. them” mentality
- Feeling and Appearing Comfortable while Presenting
- Getting and Keeping Your Audience's Attention, Delivering an Engaged, Dynamic and Interesting Presentation
- Effectively Preparing and Practicing your Presentation
- Techniques to Effectively Think on the Spot,
- Strategies to Smoothly and Succinctly Answering Questions from the Press or Audience
- Delivering Your Presentation using Effective Verbal and Non-verbal techniques

Coaching Approach:

The Public Speaking/Communication Training program combines communication assessments, public speaking training, interpersonal effectiveness training, interview preparation training, leadership training, consulting, Executive Coaching, Mindfulness-based Stress Reduction instruction, Guided Meditation and Relaxation using Mind/Body techniques, a mindfulness-based cognitive behavioral approach to identifying values and action steps, Compassion-based Coaching, Connecting Authentically Communication Techniques, Goal Achievement Coaching, along with targeted assignments to practice various techniques to help you reach your goals.

Achieved by Catalyst Clients

INTERVIEW PREPARATION RESULTS

- INCREASED CONFIDENCE
- REDUCED NERVOUSNESS
- CONNECTION WITH INTERVIEWERS
- DEVELOPED TARGETED RESPONSES TO DIFFICULT INTERVIEW QUESTIONS
- ENHANCED CONCENTRATION AND FOCUS
- IDENTIFIED AND MARKETED STRENGTHS AND TRANSFERABLE SKILLS

EXECUTIVE COACHING RESULTS

- CLARIFIED GOALS
- CREATED ACTION PLANS
- IDENTIFIED OBSTACLES
- DEVELOPED STRATEGIES FOR SELF-CARE
- LEARNED MOTIVATIONAL TECHNIQUES
- GAINED CONFIDENCE TO STEP OUTSIDE COMFORT ZONES
- EVALUATED CAREER PATHS, POSITIONS, AND INDUSTRIES

Achieved by Catalyst Clients

PUBLIC SPEAKING TRAINING RESULTS

- INCREASED CONFIDENCE
- REDUCED NERVOUSNESS
- CONNECTION WITH AUDIENCE
- DEVELOPED SPEECH AND TAILORED MESSAGE
- ENHANCED CONCENTRATION AND FOCUS
- LEARNED COMMUNICATION SKILLS FOR NETWORKING AND INFORMAL CONVERSATION

MINDFULNESS & MEDITATION TRAINING RESULTS

- LEARNED MIND/BODY TECHNIQUES FOR GREATER BALANCE
- DEVELOPED PERSONALIZED MEDITATION ROUTINES
- LEARNED HOW TO QUIET THE MENTAL CHATTER
- IMPROVED CONCENTRATION
- CONQUERED FEARS
- CULTIVATED PEACE IN RELATIONSHIPS WITH SELF AND OTHERS



EXECUTIVE COACHING

Coaching | Mindfulness Training

This Executive Coaching Program includes a 90-minute Intro Session, followed by 60-minute coaching sessions. The program duration varies by person and goals. During your Intro Session, you and your coach will co-create a customized strategy based on your goals. Depending on your program goals, you will learn techniques to help you foster work/life balance, cultivate joy, reduce stress, identify and address internal obstacles, and stay motivated to achieve your goals.

CAREER TRANSITION COACHING AND TRAINING

Interview Preparation Training Program

This 1.5-Month Training Program includes a 90-minute Intro Session with Assessment, five 60-minute instructional sessions, and a Strengths Assessment. During your assessment, you and your coach will co-create a customized strategy based on your goals and areas for improvement. During your individualized program, you will receive feedback and recommendations from mock interviews, and targeted instruction to help you achieve your interview goals. Assignments including the Interview Preparation Workbook will take about 20+ hours to complete.

Career Coaching

This 3-Month Career Coaching program includes a 90-minute Intro Session and a Strengths Assessment, followed by five 60-minute coaching sessions. During your Intro Session, you and your coach will co-create a customized strategy based on your goals. During your individualized program, you will receive career coaching to help you clarify your goals, move through obstacles, identify your transferrable skills, create action plans, and receive targeted assignments to help you with your career search. You will receive a Career Coaching Workbook with this program.



Be the Catalyst

Professional Affiliations



Check Out Our Customer Reviews

WHAT CATALYST CLIENTS ARE SAYING....

“ I originally worked with Rebecca on public speaking guidance for an upcoming conference. Not only did I learn the skills to help with that topic, but I came away with a new awareness of other pieces of my personality that were impacting my ability to succeed. It was one of the most valuable sessions I've done for myself in a very long time. I highly recommend Rebecca - she is a skilled, compassionate and very effective personal coach.
-M.G.

I learned how to be more empathetic to the audience, to shift the focus away from me, how to use engaging stories, and bring more emotion to the presentation. I am more engaging and connecting with the audience, and more confident and effective. Through the program we also got to the root of where the nervousness came from. I learned methods to work through the nervousness and I now know I can handle it.
-M.

Rebecca Cooley is an absolute pleasure to work with. While we focused on interview coaching she was able to identify deficiencies, provide valuable feedback on nonverbal cues, and develop a comprehensive plan to work on the skills that would provide the most benefit. It is hard to express how thankful I am for all the help provided by Rebecca. I will let the results speak for themselves -- I Matched with my first choice of medical residency programs.
-R.W.

I would highly recommend Rebecca Cooley! We hired her to coach our speakers for an event...At the event, the speakers were all amazing and we had a large number of comments on their exceptional speaking ability. So clearly, the coaching worked! In fact, I have already spoken to Rebecca about hiring her for another upcoming speaker event.
-C.E.

”

Be the Catalyst

REBECCA COOLEY

Certified Master Coach & Instructor

MPA in Managerial Leadership and Strategic Planning

Founder/CEO

Rebecca Cooley is an instinctive Certified Master Coach, Mindfulness Instructor and author of *A Mindful Approach to Coaching* who integrates mindfulness-based stress reduction and relaxation methods in her coaching and consulting practice. For ten years, she has used these methods to help clients with relaxation, stress-reduction, self-compassion, and connection with others through public speaking training, interview preparation, fear reduction, emotion management, and life and career transition. She has devoted over 23 years to studying methods, from a myriad of disciplines and cultures, that increase joy, foster balance, reduce stress, promote healing and wellness, nurture self-care, and cultivate courage, connection, and compassion. She teaches private and group classes in communication, strategies for introverts, career and leadership development, relationship building, and the mind/body connection. Rebecca's mission is to help people live on purpose and courageously, move through transitions with ease, increase joy, cultivate loving kindness and compassion, and find their heart-felt purpose. She offers a compassionate, engaged, dynamic, and transformative approach to coaching and training synthesizing her training and philosophy. Each session is client-focused and results-driven. She believes each person can be a catalyst for change in their lives and is dedicated to helping people BE THE CATALYST and realize their power and potential.



TRAINING AND SPECIALTIES

- CONQUERING FEAR AND IMPROVING CONFIDENCE
- MINDFULNESS-BASED STRESS REDUCTION
- ACCEPTANCE & COMMITMENT THERAPY COACHING
- SELF-COMPASSION, SELF-CARE
- LEADERSHIP DEVELOPMENT
- MEDITATION TRAINING
- LIFE & CAREER COACHING
- COMMUNICATION TRAINING

CATALYST ACTION COACHING

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Be the Catalyst

Catalyst Action Coaching

CLIENTS

- ⇒ Fortune 100 and Fortune 500 companies
- ⇒ Clients include:
 - C-level Executives
 - Directors
 - Administrative Professionals
 - Professors
 - Attorneys
 - Engineers
 - Entrepreneurs
 - Sales Professionals
 - Doctors
 - Political Strategists
 - Duke University
 - NC State University
 - MUSC
 - Freedom House
 - Wake County Public Library
 - Society of Technical Communication
 - Aspire Supportive and Counseling Services
- ⇒ Industries include:
 - Technology
 - Government
 - Medical
 - Engineering
 - Sales
 - Marketing
 - Law
 - Business
 - Management
 - Nursing
 - Real Estate
 - Politics
 - Education

Bio

FORMAL TRAINING AND EXPERIENCE

Rebecca Cooley's eclectic background and training has enabled her to develop an approach to coaching and training that incorporates principles and practices drawn from:

- Coaching,
- Leadership development,
- Public speaking,
- Assertiveness training,
- Compassion-focused coaching,
- Entrepreneur training,
- Interview preparation,
- Wellness education,
- Cognitive-behavioral ACT coaching
- Neuro-linguistic programming (NLP),
- Self-reflection,
- Relaxation and meditation training,
- Visualization,
- Mind/body kinesiology techniques,
- Mindfulness

She has completed the Mindfulness-based Stress Reduction course (26 hours) through Duke Integrative Medicine, training with the Association of Contextual Behavioral Science regional and national chapters on self-compassion, ACT (86 hours), Emotional Stress Release Mastery (30 hours), Emotional Freedom Technique and various mind/body kinesiology techniques (225+ hours), Leadership Development Training (300+ hours), Toastmasters International Communication Training Program (50+ hours), NC Center for the Advancement of Teaching 2 year training, FEMA Train-the-Trainer Institute, OSP Worksite Wellness Coordinator Training, as well as multiple mindfulness and meditation training (200+ hours of training).

She holds a Master's degree in Public Administration specializing in strategic planning and managerial leadership from Webster University School of Business and Technology, and a Bachelor's degree in Political Science with a concentration in Speech Communication from Northern Kentucky University. She is also a member of the International Coach Federation and the Association for Contextual Behavioral Science, and author "A Mindful Approach to Coaching".

She combines all of these methods to help you create a strategic plan, build a solid foundation of confidence, stay motivated, and meet your goals.

PUBLIC SPEAKING EXPERIENCE

- Over 17 years of experience as an instructor, trainer, and public speaking coach
- Presented and trained at over one hundred national, state and local conferences, events, and webinars
- Speaker and Executive Trainer, "Career Development Training", Medical University of SC
- Trainer and Coach, NC State University, Institute for Emerging Issues, AmeriCorps VISTAs,
- Speaker, "How to Network"
- Communication Coach, Trained speakers for national and international events for several organizations including Duke University and executives from Fortune 100 and Fortune 500 companies
- Speaker and Executive Trainer, "First Impressions: Tips for Before, During, and After Your Interview", Society of Technical Communication
- Speaker, "SPEAK EASY: Tips for Tackling Public Speaking Anxiety", Catalyst Leaders Network
- Trainer, "Mindfulness" Class, Freedom House Recovery Center
- Trainer, "Mindfulness" Class, Aspire Supportive and Counseling Services
- Speaker and Instructor, "An Intro to Mindfulness", Wake County Public Libraries
- Instructor, Leadership Development course, SandHoke Early College
- Instructor, Public Speaking & Debate courses, Cary Chinese School
- Trainer and Coach, personal and professional development courses (over 10 years)
- Instructor, Mindfulness and Meditation classes (over 6 years)



Rebecca founded her public speaking training business in 2008. For over ten years, she has successfully taught public speaking skills to individuals in a variety of industries. As a result of her training, Rebecca's students are better able to connect with their audience, speak more persuasively, overcome public speaking anxiety, and deliver superb presentations that are well organized and engaging.

Additionally, she has over seventeen years of experience as an instructor. Her experience as a teacher and instructor includes serving as the Leadership Development Instructor at SandHoke Early College. She also served as an instructor with the North Carolina Department of Cultural Resources where she organized a state-wide training program and provided training at more than one hundred workshops to local, state, and national audiences. She presented at the NC Clerk's School, the Government Purchaser's School and Conference, and the national Best Practices Exchange Conference. She has also offered individual and group training on a variety of topics for Wake County, local non-profit organizations, Fortune 100 and 500 companies, and top-tier universities. Additionally, she has developed web-based Training Modules for state and local offices, and offered public speaking training to colleagues. She also completed the Federal Emergency Management Agency's IPER Train-the Trainer Institute to become a FEMA certified webinar instructor.

Rebecca specializes in curriculum and training development and is highly skilled at adapting training to a wide range of audiences and situations. Her extensive background as an instructor allows her to provide her clients with clear instruction on how to develop and adapt the content of their speeches to their audience and maintain their focus. She is committed to helping people build confidence in their communication skills, and connect authentically with their audiences.



Be the Catalyst

NEXT STEPS TO START YOUR MASTER COACHING PROGRAM

TO SCHEDULE A COACHING SESSION WITH REBECCA:

1. Complete the [Client Form](#) online to share more about you and your goals for the program.
2. [Schedule Your First Session.](#)
2. Let us know if you have any questions. [Email us](#) or [schedule a complimentary phone consultation](#) to ask your questions about the Master Coaching Program and schedule your Private Coaching Session with Rebecca
3. Once your Intro Session has been confirmed and payment has been received you will receive an official appointment confirmation along with your Welcome Email!

**Private sessions available in-person, by phone or Skype.*

NEXT STEPS TO START YOUR GROUP PROGRAM

TO START A GROUP TRAINING PROGRAM WITH REBECCA:

1. Complete the [Client Form](#) online and we will email you the details about upcoming classes along with registration information.

**Please add us our email @catalystactioncoaching.com)*

