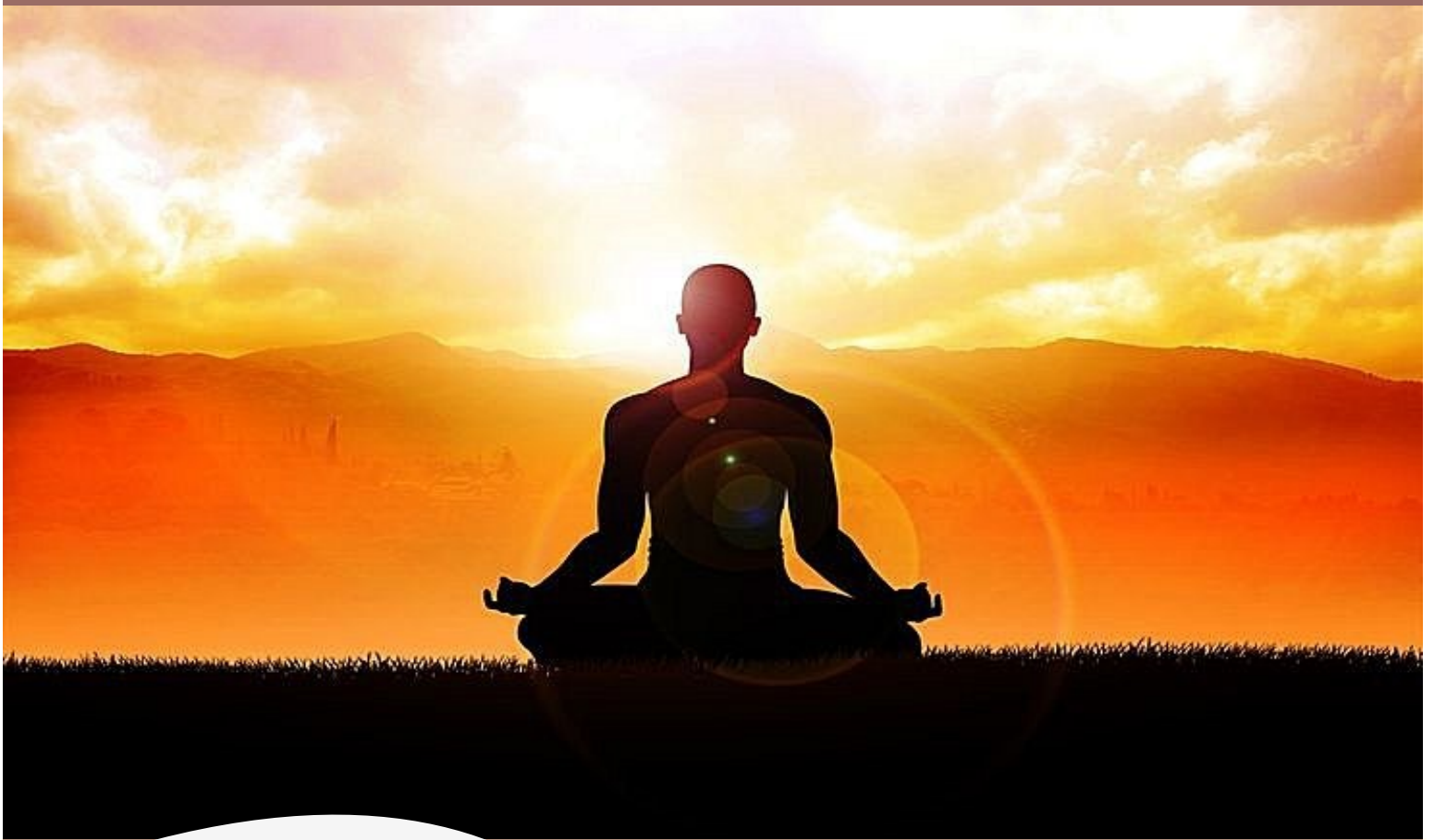




# CATALYST ACTION COACHING

*Be the Catalyst*



Communication Training

Interview Preparation

Career Coaching

Executive Coaching

Mindfulness Instruction



Warm Welcome!  
From Master Coach Rebecca Cooley

## Rebecca is all about Results!

### Master Coaching with Rebecca Cooley

Hello Wonderful Person!

I'm so excited that you are here taking this step to learn more about how my programs may be a good fit for you!

For over a decade I have partnered with people from numerous industries in varying positions including staff to C-level Executives from Fortune 100 and Fortune 500 companies.

My focus is on helping people find solutions to intrinsic goals as well as offering expert skills training.

Many partners come to me in search of skill-based solutions to public speaking, communication, or interview skill building for example. But they also come to me knowing that the issue is more complicated than skills, it also involves emotions such as anxiety, confidence, nervousness, insecurity. So we start there and as the program progresses we move into skill building.

One step at a time.

### A wonderful Catalyst Partner of mine comes to mind...

We'll call her Alice. Alice reached out to me because she was having difficult communicating and connecting with her supervisor of 15 years.

The situation had escalated and she found herself feeling insecure on a regular basis and at odds, often engaging in conflicting communication.

When she met with me the first time, the relationship had deteriorated into distrust.

As we began our process, Alice was determined and committed to doing whatever was needed. She knew the issue was about communication but also about her emotions...

At those early stages, what was needed was her honesty with herself and her willingness to look at her part. **She was willing to do both.**

Because of that, she was committed to the self-reflection and homework that I suggested.

She began to build her own feelings of self-worth and confidence through self-compassion work.

Gradually, Alice was able to extend that compassion to her supervisor.

She began to practice the suggested communication techniques I offered and in time began to rebuild the trust between her and her supervisor.

From Alice's reports and updates, the trust was being rebuilt on both sides.

Her success was a combination of her doing the work, her commitment, and her willingness to recognize that communication skills are much more complex than skill building. I'm so proud of her!

While Alice's success is very personalized to her, I have helped hundreds of other partners over the years reach their own personal and professional success.

It is my forever honor to do this amazing work with my partners. I am so grateful to be able to help people find peace, find compassion, and find confidence in themselves.

Wishing you much peace and joy,  
Rebecca

# 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

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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.

## 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.

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*Be the Catalyst*