



our mission

Helping leaders and teams build confidence, communication, and capabilities through evidence-based coaching and practical leadership strategies.

our approach

Executive Coaching | Leadership Development | Training | Assessments | Culture & Engagement | Change & Resilience



NOT YOUR BORING LEADERSHIP TRAINING™

contact us

www.thecardwellcollective.com
chelseacardwell3@gmail.com
479-883-7483



THE CARDWELL COLLECTIVE

FOUNDER & EXECUTIVE
COACH
TRAINER & SPEAKER



our services

Executive Coaching

One-on-one coaching partnerships that build self-awareness, leadership effectiveness, and executive presence. Topics include Imposter Syndrome, Confidence, Communication, Leadership Transitions, Strategic Thinking, Stress Management, and Career Growth.

Leadership & Team Development

Customized workshops and programs for leaders at every level. Interactive team experiences that build trust, collaboration, communication, and accountability — plus Lumina Spark and Lumina 360 assessments.



our process

Step 1 - Discover

We begin with a deep-dive conversation to understand your goals, challenges, and leadership context. This shapes a fully customized coaching or development plan.

Step 2 - Design

Together we co-create a roadmap aligned to your specific outcomes — whether individual coaching, team workshops, assessments, or a blended leadership program.

Step 3 - Develop

Engage in evidence-based coaching sessions, experiential workshops, and practical leadership strategies that create real, measurable growth and behavior change.

Step 4 - Elevate

Sustain momentum with ongoing support, reflection, and accountability. Leaders leave with the confidence, skills, and tools to lead with impact every day.

client reviews

"Chelsea has a unique ability to meet you exactly where you are. Her coaching helped me step into my executive presence and finally silence the imposter syndrome that had been holding me back for years."

Senior Director, Healthcare Industry



"The leadership development program Chelsea designed for our team was anything but boring. Our managers walked away with real tools, real confidence, and a whole new approach to leading their teams."

VP of People & Culture, Technology Sector



leadership development

Foundations of Supervision

Designed for new leaders transitioning from individual contributor roles. Covers leadership fundamentals, communication, accountability, delegation, and performance conversations to build a strong foundation.

Coaching Skills for Leaders

Develop a coaching mindset that drives employee ownership and growth. Focuses on active listening, powerful questions, meaningful feedback, and effective coaching conversations.



our programs

Emotional Intelligence

Build self-awareness and emotional regulation skills that elevate leadership effectiveness. Leaders learn to recognize emotional triggers and respond with intention and clarity.

Delegation & Accountability

Learn how to delegate effectively, set clear expectations, and build a culture of accountability. Empower your team while maintaining ownership of results and outcomes.

Difficult Conversations

Equip leaders with the tools to navigate conflict, hold accountability, and address performance with confidence. Turn uncomfortable conversations into catalysts for growth.

Communication for Leaders

Strengthen leadership communication across all levels. From one-on-one conversations to team meetings, develop the skills to inspire, align, and engage those you lead.

what leaders say

"Chelsea's leadership training completely changed how I approach difficult conversations. I finally feel equipped to lead my team with confidence and clarity."

Program Participant



"The coaching skills workshop was a game-changer. I went from managing tasks to truly developing my people. The results have been incredible."

Leadership Development Graduate



professional development

Workplace Communication

Strengthen how your team connects, collaborates, and conveys ideas. Covers active listening, written communication, interpersonal skills, and workplace professionalism.

Presentation Skills

Build confidence at the front of the room. From structure and storytelling to delivery and presence, participants leave ready to present with clarity and impact.



culture & engagement

Employee Engagement

Explore the drivers of engagement and how leaders can create environments where people feel valued, motivated, and committed to the mission.

Gallup Action Planning

Leverage Gallup engagement data to drive meaningful change. Leaders learn to translate survey results into focused, team-level action plans that stick.

Building Trust & Accountability

Trust is the foundation of every high-performing team. This program builds the habits and behaviors that create psychological safety and shared accountability.

Appreciation in the Workplace

Discover the five languages of appreciation and how to recognize team members in ways that are genuine, meaningful, and motivating to each individual.

also available

"Time Management & Prioritization and Critical Thinking & Decision Making round out our professional development suite — practical skills for every level."

Program Participant



"Chelsea's workshops are immediately applicable. Our team left with real tools, not just inspiration. The culture shift we've seen since is remarkable."

Program Participant

change &
resilience

Leading Through Change

Equip your team to navigate uncertainty with confidence. Our change programs build adaptability, foster a growth mindset, and strengthen resilience so your people can lead through disruption and emerge stronger.

Psychological Safety

Create environments where people feel safe to speak up, take risks, and innovate. We help leaders cultivate psychological safety and accountability cultures that drive engagement and performance.



lumina
assessments

Lumina Spark

Discover your unique strengths and leadership style. Lumina Spark provides deep self-awareness for individual contributors, leaders, and teams — revealing how you show up and how to leverage your natural qualities.

Lumina 360

Understand how others experience your leadership. Lumina 360 gathers multi-rater feedback for managers, directors, executives, and high-potential leaders to accelerate growth and effectiveness.

Team Workshops

Transform assessment insights into real team performance. Our facilitated workshops help teams apply Lumina results to improve collaboration, communication, and collective leadership impact.

Growth Mindset

Shift from fixed thinking to a culture of continuous learning. We help leaders and teams embrace challenges, reframe setbacks, and build the resilience needed to thrive in a changing workplace.

client results

"Chelsea's change resilience workshop gave our leadership team the tools to navigate a major reorganization. Her practical, evidence-based approach made all the difference."

Senior Director



"The Lumina Spark assessment was a game-changer for our team. We finally understood each other's strengths and how to work together more effectively under pressure."

VP of Operations, Healthcare Organization

meet chelsea

ICF Professional Certified Coach (PCC)

Nearly a decade of experience working with frontline employees to senior executives. Leadership development consultant, trainer, and founder of The Cardwell Collective.

Areas of Expertise

Leadership Development, Executive Coaching, Employee Engagement, Succession Planning, High-Potential Development, Team Effectiveness, and Organizational Culture.



experience

highlights

Training Scale

Trained groups ranging from 1 to 10,000 participants. Designed and delivered supervisor, manager, director, and executive development programs across industries.

Engagement & Planning

Gallup Employee Engagement Experience and Succession Planning & Talent Review Expertise. Korn Ferry Leadership Competency Experience.

Coaching Credentials

Internal Executive Coach and ICF PCC Credential Holder. Evidence-based coaching with practical leadership strategies for lasting, measurable impact.

Lumina Practitioner

Certified Lumina Practitioner specializing in Lumina Spark and Lumina 360 assessments. Delivers customized solutions tailored to each team and organization.

our approach

"Leadership isn't about perfection. It's about showing up, learning, adjusting, and leading anyway. We bring evidence-based strategies and real-world experience to every engagement."

Chelsea Cardwell, PCC M.S.



"Not Your Boring Leadership Training™ — because real growth happens when learning is engaging, relevant, and immediately applicable to your everyday leadership challenges."

The Cardwell Collective



*closing
thought*

Leadership isn't about perfection.
It's about showing up, learning,
adjusting, and leading anyway.

let's connect

Ready to invest in your leadership
journey? Reach out to Chelsea
today to explore how The Cardwell
Collective can support you.



LEAD WITH
COURAGE.

contact us

www.thecardwellcollective.com
chelseacardwell3@gmail.com
479-883-7483



CHELSEA
CARDWELL

PCC, M.S. | FOUNDER &
EXECUTIVE COACH