

A long, dark wooden pier with metal railings extends from the foreground into the distance, leading towards a sunset over a body of water. The sky is a mix of orange, yellow, and blue, and the water reflects the colors. Several sailboats are visible in the distance.

2025 / 26

LEADERSHIP & TEAM DEVELOPMENT PROSPECTUS

Organisational Development Consulting
Leadership & Team Development
Workshops & Professional Coaching
Creating Positive Change

WELCOME



Catherine Bell

MAPP, FCPHR, PCC

Hello! I'm Catherine, and I love helping leaders and teams bring their full potential to life. Whether you're looking to develop leadership skills, strengthen your team, or navigate workplace challenges and change with confidence, I've got you covered.

My approach is practical, engaging, and evidence-based, meaning everything I do is backed by research and useful right away. No fluff, just real learning and takeaway tools to make a difference.

Let's chat about how I can help you in 2025 and beyond!

Why Work With Me?

- **Extensive Experience:** Over 23 years supporting leaders across industries, from multinationals to NFPs and government agencies. I have lead large international teams myself and have a real-life understanding of the demands of leadership today.
- **Evidence-Based & Practical:** I use research-backed tools and interventions including Organisational and Positive Psychology, Leadership & Behavioural Theory, Emotional Intelligence and Strengths-Based Leadership - and make them simple to apply in everyday work. I'm obsessed with implementation and give valuable takeaway tools for action!
- **Real Impact, Real Results:** My programs boost confidence, performance, and team culture. I measure what I do and report back to you, and partner with you to achieve your objectives and outcomes.
- **Happy Clients Say It Best:** *"I had the pleasure of working closely with Catherine on a leadership development program, where her dedication to empowering others truly stood out. Catherine possesses a remarkable ability to inspire and motivate individuals to unlock their full potential. Her insightful coaching style and strategic leadership training have proven instrumental in developing strong, capable leaders in our program."* - A.Heslop, Barwon Water

How Can I Help?

- **Leadership Development Programs** – Tailored live workshops that drive leadership growth.
- **Workshops** – Practical, live, interactive sessions on leadership, performance, and change.
- **Coaching** – Live or online 1:1 and group coaching for leaders ready to step up.
- **Consulting** – Expert guidance on organisational development, team performance, navigating change, and workplace wellbeing including psychosocial safety.
- **Keynotes** – Engaging presentations to inspire action.
- **Online Courses** – Self-paced learning and online workshops for flexible delivery.

Leadership Development: Essential for Your People and Your Business Performance

Developing leadership capability, confidence and skill is a **strategic investment** that leads directly to **sustained organisational success**:

Enhanced
Employee
Engagement &
Performance

Higher Job
Satisfaction &
Retention

Increased
Adaptability to
Change

Creating a
Positive,
Motivating
Culture

Developing
Future Leaders
& Internal
Talent

SOLVING REAL-WORLD WORKPLACE PROBLEMS

Common Problems that I Help Clients Solve...

- High stress levels amongst leaders & staff
- Low employee engagement & satisfaction
- High turnover - the never-ending talent drain from your business
- Resistance to change
- Team motivation & productivity problems
- Workplace conflict / Poor team dynamics
- Lack of Leadership confidence & skill
- Poor team problem solving
- High illness, injury and absenteeism rates
- Failed attempts to implement improvements
- Low customer satisfaction
- Workplace Health & Safety issues

"Catherine models strengths-based leadership practices, and in so doing embodies what she teaches. She provides practical strategies and insights based on her vast experience and deep knowledge and supports you to step out of your comfort zone. Her nurturing, authentic and effervescent approach makes for a truly transformational experience."

- Dr. B. Costa, TAC

The Science Behind My Approach

I don't believe in leadership fads. Every tool I use is backed by research and designed to work in the real world. My passion is taking the best leadership theories and practices and making them accessible.

- **Positive Psychology & Strengths-Based Leadership** – Lead with what's already strong in you, tap into wellbeing and evidence-based practices to help your people shine.
- **Emotional Intelligence** – The key to self-awareness and strong relationships, essential for leading teams to great performance.
- **Self-Determination Theory** – Helping leaders motivate themselves and others by understanding and meeting core human needs at work.
- **Change Management** – Time-tested frameworks that make change stick.
- **Goal Attainment Scaling** – Track real progress and results by measuring behavioural change.
- **Professional Reporting** - at every stage of the journey, the lines of communication stay open through professional reporting to track our progress.



LEADERSHIP TRAINING PROGRAMS

Looking for high-impact, contemporary and evidence-based leadership training? Here are some of my most popular workshops which can be customised and built into a series - designed for emerging and senior leaders:

- **Introduction to Leadership** – Set goals, make decisions, and manage time like a pro.
- **Leading a Team** – Build a strong, motivated team that gets results.
- **Values and Vision** - Learn to bring your company DNA to life as a leader.
- **Leadership Communication** – Master rapport, assertiveness, & communication styles.
- **Leading Performance Improvement** – Confidently handle performance issues and discussions and support your team to get back on track.
- **Health & Safety for All** – Create a safe work environment, understand and comply with your legal obligations as a leader.
- **Psychosocial Safety** - Understand the new Psychosocial Safety laws, how to foster an environment that creates safety, and how to deal with psychological and social hazards.
- **Continuous Improvement** – Learn Lean, Kaizen, and efficiency strategies.
- **Leadership Problem Solving** – Develop creative solutions under pressure.
- **Presenting with Confidence** – Become a compelling, confident speaker.
- **Leadership for the Modern Australian Workplace** – Lead effectively while staying compliant with Australian workplace laws.
- **Creativity & Innovation** - Discover ways to tap into individual & team creativity and build systems to support innovation in the workplace
- **Executive Thinking** – Learn strategic planning skills and develop systems awareness.
- **People Matters** – Learn motivation, performance management, and EQ for leadership.
- **The Emotionally Intelligent Leader** - Lead with Emotional Intelligence, understand your EQ profile & make a lasting difference to performance & culture.
- **Strengths-Based Leadership** – Discover and leverage your natural strengths.
- **Financial Acumen** – Decode budgets and make smarter financial decisions.
- **Walk Like a Leader** – Master Executive presence, influence, and stress resilience.
- **Building High-Performing Teams** – Drive performance and support wellbeing.
- **NLP for Business** - Apply advanced communication and human behaviour techniques.
- **Leader as Coach** – Learn coaching techniques to drive individual & team success.
- **Keys to Wellbeing for Leaders** – Support yourself while leading others.
- **Appreciative Inquiry Summits, Strategy Days, Values Alignment Workshops & Company Retreats**
- **Custom-designed Workshops & Programs with Your Choice of Content**
- **Coming Soon in 2025: Self-Paced Online Learning Courses including:**
 - *Keys to Wellbeing - for Leaders & Teams*
 - *The Emerging Leader Program*
 - *The Happy Teams Challenge*
 - *Redundancy Recovery*
 - *Career Success Series*

"I had the pleasure of working with Catherine recently in her capacity as a trainer. She was one of the best I have seen and worked with. I would recommend her to any organisation or individual without hesitation."

A.Martin, General Manager, BMW



COACHING: YOUR LEADERSHIP, YOUR WAY

Coaching is for leaders who are serious about growth and companies serious about driving excellence. Executive & Leadership coaching has been shown to **significantly enhance leadership performance** and deliver **substantial returns on investment.**

- A study by MetrixGlobal reported a **529% ROI** from executive coaching, highlighting its financial benefits.
- Research by Manchester Inc. found that companies received an average **ROI of nearly six times the cost of coaching**, alongside improvements in **productivity, quality, organisational strength, customer service, and shareholder value.**
- A global survey by PriceWaterhouseCoopers and the Association Resource Center reported an average **ROI of seven times the cost of employing a coach.**

Source: researchportal.coachingfederation.org



Catherine's empathetic and empowering coaching style, combined with her expertise in EQ & Positive Psychology, creates a unique and highly effective approach to personal and professional development. Her guidance was instrumental in enhancing my leadership abilities and self-awareness, enabling me to make more impactful contributions in my work environment.

- G. Siano, CEO

The Bottom Line

Professional Coaching for your leaders will enhance leadership capabilities and drive organisational success. Organisations who tap into the power of Coaching possess a major strategic advantage over their competition.

Executive & Leadership Coaching

High-level leadership development for top performers. Gain clarity, direction and build leadership confidence and presence.

Strengths Coaching: Including CAPPfinity Strengths Profile

Maximize your strengths and lead with confidence. Learn to lead with energy and authenticity, and tap into the strengths of your people. Powered by the CAPPfinity Leadership Strengths Profile.

Emotional Intelligence Coaching: Including GENOS EI Profile

Master self-awareness and communication. Build your skills in reading others and responding from your highest leadership self. Powered by the GENOS suite of Emotional Intelligence Profiles.

Stress Resilience Coaching

Understand your personal stress profile and learn techniques backed by science to restore calm - quickly. Build a powerful resilience practice and master anxiety, stress, pressure and burnout. Powered by the Institute of HeartMath's powerful research-based programs.

"Working with Catherine is extremely motivating & is exactly what I needed to reinforce what I knew & thought I knew about myself and my strengths. I have a rejuvenated perspective & focus on myself, my career & my future."

- M.Côté, Enbridge Energy

KNOW YOURSELF, UNDERSTAND OTHERS: TAP INTO THE POWER OF PSYCHOMETRIC PROFILING

“Who we are is how we lead”.

- Brené Brown

CAPPfinity Strengths Profiling - For Leaders and Teams

Unlocking Potential Through a Strengths-Based Approach. Traditional development methods often focus on fixing weaknesses, but research shows that leveraging strengths leads to greater performance, engagement, and fulfillment. The CAPPfinity Strengths Profile is a world-class, evidence-based tool that identifies an individual's Realised Strengths, Unrealised Strengths, Learned Behaviors, and Weaknesses - providing deep insights into how people can work at their best.

Our Strengths Profiling process helps leaders, teams, and individuals:

- Increase confidence and energy by maximizing what they do best.
- Reduce burnout and disengagement by identifying what drains them.
- Develop leadership capability through a practical, personalized action plan.
- Align team strengths to improve collaboration, innovation, and performance.

This highly personalised assessment is ideal for leadership development, career coaching, team building, and talent management, ensuring that individuals and teams achieve high-impact results with their natural strengths.

Let's shift the focus from fixing to flourishing and create workplaces where people thrive.

GENOS Emotional Intelligence Profiling

Elevating Leadership Through Emotional Intelligence. Emotional intelligence (EI) is the #1 predictor of leadership success - influencing everything from decision-making and resilience to team morale and workplace culture. The GENOS EI Assessment provides a scientifically validated measure of emotional intelligence, helping leaders understand how effectively they perceive, express, and manage emotions in themselves and others.

Through GENOS Emotional Intelligence Profiling, leaders and teams will:

- Enhance self-awareness to recognise emotional triggers and responses.
- Improve interpersonal effectiveness by building stronger relationships.
- Increase resilience and adaptability in times of change and uncertainty.
- Develop a high-performance culture through emotionally intelligent leadership.

With 360-degree feedback options and targeted coaching, GENOS EI Profiling goes beyond theory - it delivers actionable insights to drive better leadership, stronger teams, and outstanding business results.

Emotional intelligence isn't just a skill - it's a real competitive advantage.

LOOKING FOR A CUSTOMISED PROGRAM OR CONSULTING SERVICES?

HOW WE WILL WORK TOGETHER

1. Discovery

Engaging with you to understand your current state, challenges, and goals. Clarifying the desired change and collaboratively defining success indicators.

2. Research & Design

Identifying the most effective, evidence-based approach with best-practice models and supporting literature. Ensuring alignment with industry standards, leadership principles, and psychological frameworks.

3. Alignment & Planning

Presenting the proposed plan for your validation, confirming alignment with vision, priorities, and operational needs. Agreeing on clear deliverables and success criteria.

4. Measurement Framework

Defining baseline metrics and tracking processes to measure progress, ensuring program effectiveness.

5. Delivery & Implementation

Delivering coaching, workshops, and change programs grounded in cutting-edge research and methodologies. Ensuring client autonomy, practical application, and measurable impact.

6. Evaluation & Review

Conducting a final assessment to measure outcomes against initial goals, providing clear reporting and client satisfaction review.

7. Final Recommendations & Reporting

Delivering a report on progress, outcomes, and strategic recommendations for continued development.

CATHERINE BELL

BIO & CREDENTIALS

Catherine Bell is a leading expert in leadership, workplace culture, and positive organisational change. With 23+ years of experience and 15 years in business, she works globally with executives, leaders, and teams to maximise authentic strengths and create thriving workplaces. A skilled Consultant, Coach, and Facilitator, she specialises in Leadership, Emotional Intelligence, Team Development, and Positive Change.

Catherine is an international keynote speaker, published author, and sought-after expert in conferences, podcasts, and media. Her evidence-based approach fosters lasting impact in private, public, and NFP sectors. Her background in corporate and international HR & L&D roles means she understands the realities of leadership, business and workplace culture - and is committed to helping people shine! A passionate advocate for business as a force for good, she has contributed over 388,000 global impacts through B1G1, the global giving collective. A portion of all profits goes to support education projects around the world.

She holds a Masters of Applied Positive Psychology, a Bachelor of Business, and multiple coaching accreditations. Catherine is a Fellow of the Australian HR Institute and Certified Practitioner of HR (FCPHR) and a PCC-credentialed coach with the International Coaching Federation. Catherine's vision is that great leadership in business can change the world and this inspires her drive and passion for great development for leaders and teams around Australia and the world.



- Master of Applied Positive Psychology (MelbUni)
- Bachelor of Business (VicUni)
- Executive & Leadership Coach
- GENOS EI Profiler
- CAPPfinity Strengths Profiler
- HeartMath® 1:1 Provider
- NLP Master Practitioner & Trainer
- Matrix Therapies Trainer
- Fellow, Australian Human Resources Institute
- PCC Credentialed Coach, International Coaching Federation
- B1G1 Speaker for Good & Platinum Partner

Next Steps - Let's chat!

Custom Pricing Available – Every organisation is unique. I believe in providing top quality solutions and exceptional value for money. Let's talk and design a program that fits your needs. Fee schedule available upon request.

Let's explore how I can support your leadership and team development goals in 2025 and beyond. If there is someone else to better suit your needs, I will tell you.

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I am blessed to live and work on Wadawurrung Country. I pay my deepest respects to Elders past and present. I recognise Aboriginal and Torres Strait Islander People as Australia's First Nations People.



Supporting clients with a range of beautifully diverse backgrounds.

The background of the entire page is a nighttime photograph of a city street. The scene is illuminated by warm, yellow streetlights that create a starburst effect. In the foreground, two large, dark tree trunks are visible on the left side. The street is wet, reflecting the lights, and there are blurred lights from cars in the distance. The overall mood is vibrant and urban.

LET'S DO GREAT WORK
TOGETHER

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