

## Kelsey Berg



Through her years of coaching, Kelsey understands that the power of coaching is in the relationship, not the coach. Coaching provides an invaluable space for development. Taking a class may teach you a certain skill but the person is left to figure out how to make the change. Very typically the change is not sustained because the core internal behavior and thought processes remain.

Using Neuro based coaching she helps her clients build crucial connections and new neuropathways. This is often where coaching is most effective. By focusing attention on and repeatedly practicing new, desirable behaviors clients redirect their brains' chemical, hormonal, and physical resources to create new pathways. The old ones, meanwhile, wither from lack of use.

The brain becomes more flexible, which increases effectiveness and your ability to solve complex problems. You become more effective and think more creatively.

**At Coppei Collective:** Kelsey works with a wide variety of mid-career and executive level clients, focusing on 1-1 coaching designed to help clients meet their goals and become more successful, focused, and strong. Together, they build the skills needed to support lasting change by combining neuroscience, consciousness and coaching.

**Experience:** Before Kelsey trained and certified as a coach she worked in HR across a wide range of industries and sectors including lengthy stints at complex, fast-paced companies such as Microsoft and Washington Mutual. She has worked with non-profits and start-ups and held senior management positions at innovative high technology companies like Intellectual Ventures Management and RootMetrics.

**Education and Training:** Kelsey's education includes studies in human resource management at Seattle Pacific University and National Employment Law Institute. She holds a CPCC coaching certification through CTI International and ACC through the International Coaching Federation. Always learning and growing, Kelsey was recently certified in Neuro based coaching skills as a CNTC – Certified NeuroTransformational Coach. She became fascinated with neuroscience after experiencing some PTSD symptoms following a serious health scare. Through her healing, she learned that the brain is adaptable and pliable and can create new pathways of thinking. This led her to explore the ways she can use this knowledge to help clients change their negative thoughts into productive, positive life changes.

**Trainings and Workshops Conducted:**

- Coaching skills for People Leaders
- Effective Interviewing
- Defining and designing core values and culture