



CONNECTION. EQUITY. COMMUNICATION. EMPOWERMENT.

Caroline is a coach and clinician. As a coach, she understands the necessity of aligning needs, strengths, and values to **fulfill true professional and personal potential**. As a clinician, Caroline knows how to **facilitate processes where everyone feels seen and heard**. She recognizes the power of connection and how that connection can promote positive and profound change.

Using positive psychology and emotional intelligence, Caroline consults on a variety of professional topics. She puts theory into practice through storytelling, skills building, relevant research, and humor to empower individuals to move into positive and productive change.



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MEET CAROLINE CRAWFORD

Caroline has worked in the people field for over a decade. From Camp Director and managing 200 counselors to the Chief Program Officer of a non-profit in charge of over 6,000 people, she knows the importance of creating a culture based on emotional intelligence and psychological safety. She's learned how to wear many hats and how to put out fires. She knows how to inspire teams and influence those around her. She knows how to unlock potential and empower others to use their voice. She sees the need to understand oneself first before positively leading others. She also knows this ALL takes work.

Caroline's journey began while earning a graduate degree from The University of Texas for Clinical Social Work. While there, she had to take a hard look at her biases and prejudices. She had to learn theories and diagnoses. She had to unpack fixed mindsets and turn them into growth mindsets. She had to identify her values and choose to live by them. And at the end of it all - she wanted more, to learn more - so she continued her journey with courses like Yale University's Fostering Inclusion and Diversity and the Society of Emotional Intelligence's EQ-I 2.0 and EQ 360 course.

Caroline started sharing her knowledge more and more. Her eyes were opened to the value of creating authentic connections to inspire positive change. So she decided to make her passion a vocation and started Caroline Crawford Consulting.

Besides leading individuals and companies to positive change, Caroline has been a featured guest on podcasts, emceed conferences, hosted panels, spoken for special events, facilitated strategic visioning sessions, and facilitated countless professional development workshops.

“Caroline provided a DE&I Program specifically tailored to our needs, tying the message directly into our company values. She brought expertise to our growing organization beyond anything we could hope to develop internally. Beginning with our executive team and tackling issues in a way that was relevant at every level across the scale, her dynamic approach was relevant & effective. We are excited to continue to grow with Caroline’s expertise on our side.”

— KRISTEL WATSON
Chief Commercial Officer,
Scale Microgrid Solution

“Caroline Crawford is a vibrant & engaging speaker. She instills her audiences with her positivity, humor & passion. Whether she is speaking on the stress & anxiety of change, growth mindset, or self-compassion, Caroline makes personal empowerment accessible for all of us. You cannot help but leave changed & motivated, with new tools for success. Caroline’s wisdom is impactful & even practical, but most of all, her insights bring positive change to everyone she reaches.”

— MELINDA SLAWSON
Consulting Senior Controller,
VCFO



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WHY

I love watching my clients have the ‘AHA moment’ and realize **everything they need to succeed is already inside them**. Unfortunately, people’s lives, careers, relationships, and traumas can impede this clarity. My job is to help people make sense of it all and **gain the insight needed to create new, improved self-awareness**.

Cultivating a vibrant workplace culture built on **connection and inclusivity will empower your team to succeed, to prosper**. My goal is to **engage people** through enhanced emotional intelligence — to equip them with the tools they need to tackle challenges with **authenticity and a solutions-focused perspective**.



PROFESSIONAL CERTIFICATIONS

- **Licensed Master in Social Work**
- **Certified Positive Psychology Coach**
- **EQ-i 2.0 and EQ-i 360 Assessor**
- **Fostering Inclusion & Diversity**
- **Coaching with Neuroscience**
- **The Power of Resilience**

“Caroline helped our team learn to communicate & build trust with each other through transparency & truth. As a result, our leaders reduced the ambiguity in conversations, creating more time for constructive development & coaching. Our sellers have improved their ability to provide feedback with the new foundation of trust. Emotional intelligence has to be worked on consistently. Caroline can be your guide to make the change!”

— AARON LEONARD
Regional Vice President,
Tableau Software



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SERVICES



Using positive psychology and emotional intelligence, Caroline consults on a variety of professional topics. She puts theory into practice through storytelling, skills building, relevant research, and humor to **empower individuals, teams, and organizations to move into positive and productive change that enables better management of interpersonal conflict, day-to-day challenges, change management, and scale.**

A complimentary 30-minute consultation will reveal what you or your organization needs to facilitate your goals.

“Caroline is one of the most dynamic professionals in the business! She has an eye for detail & a powerful ability to motivate people toward a cause.

Caroline knows how to build and develop relationships & leads people to feel valued on a team member. She is a relational leader who knows how to work with people from all different types of backgrounds. She is emotionally intelligent & culturally competent. Working with Caroline was a true gift!”

— MICHEAL GOODMAN
Assistant Director
of Advising & Programming,
University of Maryland

CAROLINE’S EXPERT SERVICES INCLUDE:

- **Professional Coach & Master Facilitator**
- **Corporate Coaching & Professional Development**
- **1-2-1 Coaching**
- **Custom Packages for Businesses**



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COACHING TOPICS INCLUDE

(but are not limited to)

- **Emotional Intelligence** Incorporating professional EI in your daily leadership.
- **Confident Communication** Owning your communication & adapting to others.
- **Growth Mindset** Unlocking potential for your great achievements.
- **Conflict Resolution** Managing upward & downward feedback in authentic & accountable ways.
- **Impostor Syndrome** Understanding the Inner Critic & how to transform your mindset.
- **Manager Success** Transforming individual contributors into leaders.
- **Female Empowerment** Igniting the power of women in the organization.
- **Diversity & Inclusion** Creating an impact based on your values & intentions.
- **Leadership** Leading from where you stand to develop a lasting legacy.
- **The Power of Language** Implementing inclusive language in all communications.
- **Culture Creation** Cultivating the WHY & using it in all aspects of the organization.
- **Self-Compassion** Owning your thoughts & role modeling to the team through change.





A FEW AMAZING CLIENTS



BOOK A FREE 30 MIN CHAT! CAROLINECRAWFORDCONSULTING.COM