



CEEK a Better Way®



Whitley Carson, ICF (ACC) Certified Coach (pending)

Email: wcarson@ceekllc.com

Phone: 703-848-5591

Ms. Carson serves as a coach, dedicated to transformative discovery and actionable planning to bring about significant changes for her clients. Through thought-provoking questions and close partnership, she helps clients to find clarity in direction and confidence in decision making. Over the course of 7+ years, Ms. Carson has worked closely with organizations to discover, plan, and execute on goals, while preserving intention/integrity and maintaining harmonious relationships. She works with organizations of various sizes and individuals that may find themselves stagnant or at a crossroad to identify core objectives and formulate strategies that will deliver results. In addition to

coaching, Ms. Carson serves as the Director of Organizational Performance and Growth at CEEK, further demonstrating her dedication to facilitating advancement and development for the clients she works with.

Ms. Carson acquired her International Coach Federation (ICF) Coaching Certification to help clients formulate their ideas, act on them, and get to a more purposeful and productive place. With a M.S., English Language and Letters, from North Carolina State University, Ms. Carson joined CEEK LLC to become the Director of Organizational Performance and Growth, focusing on strategically tackling new and emerging business operating trends that require vision and creativity. In addition, she utilizes her Association of Proposal Management Professional, Foundation Certification to manage proposals, with experience in both Commercial and Federal proposals for a total of 132 proposals generating more than \$50M in multi-year contract value.

During previous engagements, Ms. Carson worked with a team of seven Department Leads to develop their public speaking and presentation capabilities ahead of shareholder exhibits to confirm that all speakers were comfortable with their tasks and objectives. Through this engagement, she assisted the workshop members with their active storytelling to ensure that their message was closely tied to organizational strategy and their own communicative objectives. As a result, the participants reported feeling more capable and comfortable in their assigned task.

Ms. Carson also worked closely with Academic Support Program for Student Athletes (ASPSA) at North Carolina State University (NCSU) to direct progress toward degree completion. She worked with Division I student-athletes to create customized schedules to deconflict active sport and academic lives, improving test taking and study skills to ensure a positive student-to-athlete ratio. She was also selected to mentor over several Tier-3 students - those placed on Academic Warning and in danger of suspension - to improve overall academic performance

Ms. Carson believes that coaching is one of the greatest tools for self-discovery and self-design. She approaches engagements with each client with responsiveness and compassion to establish trust and mutual respect, thereby ensuring that every session is focused on the client's progress. Where goals are unknown or simple discovery is needed to identify concerns or objectives, she facilitates the process of uncovering motivations to help clients identify any underlying roadblocks. Throughout the coaching engagement, she challenges clients to determine if their intentions are aligned with their actions, uncovering opportunities to make lasting change. Ms. Carson acts an accountability partner, investing into each client's journey with an unyielding belief that anything is obtainable once the goal is identified and the steps are clear.