

The year '2027' is displayed in a large, white, sans-serif font against a teal background.

2027

The title 'LEADERSHIP & TEAM DEVELOPMENT PROSPECTUS' is written in a bold, white, sans-serif font across a dark blue background.

**LEADERSHIP & TEAM
DEVELOPMENT PROSPECTUS**

A list of ten programs is presented in a white, sans-serif font on a teal background. The programs are listed vertically, separated by line breaks.

Great With People Leadership Program
Sustainable & Strategic Executive Program
Creating Hopeful Futures Team Workshop
Psychosocial Safety Australia Programs
Organisational Development Strategy & Consulting
Internationally Credentialed Leadership & Executive Coaching
Workshops & Interventions to Drive Positive Change
Wellbeing & Psychosocial Safety Program Implementation
Positive Organisational Change
Create Sustainable Improvements in Culture & Leadership

WELCOME



Catherine Bell

MAPP, FCPHR, PCC

Hello! I'm Catherine, and I help 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 have practical solutions to help. My approach is engaging, evidence-based, and designed for the real world - so you can make positive changes, right away. No fluff, just real learning and takeaway tools to make a difference. **Let's talk about how I can help you develop your Leaders, Teams and Organisation!**

Why Work With Me?

- **Extensive Experience:** Over 25 years supporting leaders across different 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 in the fast-moving modern workplace.
- **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 all about implementation - so give you valuable takeaway tools for action, every time.
- **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.

How Can I Help?

- **Sustainable & Strategic Executive & Great With People Leadership programs** - Complete Leadership Development programs backed by research.
- **Leadership Development Solutions** - Tailored live workshops to support leadership growth & maturity.
- **Workshops** - Practical, interactive sessions for Leaders and Teams to enhance performance, wellbeing & positive change.
- **Coaching** - Live or online 1:1 and group coaching for leaders ready to step up.
- **Strategy Sessions & Team Development Day Facilitation** to prepare for the year ahead.
- **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 & 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 &
change
readiness

Creating a
positive,
motivated
culture

Developing
future
talent &
leadership

SOLVING

REAL-WORLD WORKPLACE PROBLEMS

Common problems that I help to solve...

- High stress levels amongst leaders & staff
- Low psychosocial safety
- Low employee engagement & satisfaction / high turnover
- Resistance to change / change fatigue
- Team motivation & productivity problems
- Workplace conflict / Poor team dynamics
- Lack of Leadership confidence & skill
- High illness, injury and absenteeism rates
- Failed attempts to implement improvements
- Low customer satisfaction

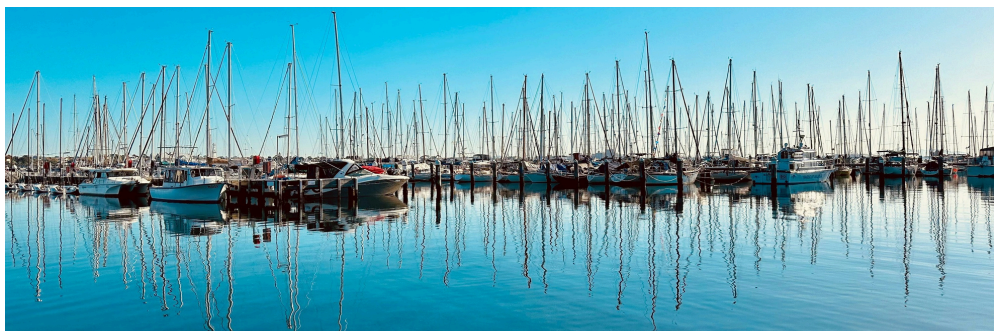
"Catherine models strengths-based leadership practices, and in so doing embodies what she teaches. She provides practical strategies and insights based on her vast experience and deep knowledge and supports you to step out of your comfort zone. Her nurturing, authentic and effervescent approach makes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

- **Applied Positive Psychology & Strengths-Based Leadership** – Lead with what's already strong in you, tap into wellbeing and research-backed 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 meeting core human needs at work.
- **Goal Attainment Scaling** – Track real progress and results by measuring behavioural change.
- **Professional Reporting** - at every stage of the journey, lines of communication stay open through professional reporting to track progress.



"Hi Catherine, thank you so much for today. The time with you has re-energized and rejuvenated our direction and plan forward.

You were wonderful."

- NFP Board Chair

Facilitated Board Strategy Session

"I had the pleasure of working with Cath Bell as she facilitated leadership development across our Senior Leadership Team. Cath has an exceptional ability to build trust quickly while challenging leaders to think differently and develop greater self-awareness. Her coaching style is practical, engaging and tailored to the needs of both the individual and the organisation, making her sessions highly relevant and immediately applicable. Cath creates an environment where honest conversations can occur, helping leaders strengthen their communication, accountability, and effectiveness.

I would highly recommend Cath to any organisation looking to develop confident, capable leaders and strengthen leadership capability across their business."

- General Manager P&C, FMCG Industry

National 12-month Executive & Leadership Program

including 1:1 Coaching, Psychometric Profiling and Workshops

"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."

- Strategic Manager, Energy Industry (International)

Executive Coaching with Psychometric Profile

"Catherine is a professional work coach who blends deep corporate experience with expertise in strengths profiling to help people grow with clarity and confidence. She brings an honest yet compassionate approach to every mentoring relationship - offering thoughtful challenge, practical insight, and genuine support. Catherine's guidance empowers her clients to understand their unique strengths, navigate workplace complexities, and develop in a way that feels authentic and sustainable."

- Head of HR Operations, Transport Industry

Strategic Leadership Course & Executive Coaching

with Psychometric Profiling

"Catherine Bell is a highly professional facilitator with an ability to make everyone in the room feel inspired and motivated. Catherine is an exceptional leader, a genuine mentor and is passionate about delivering evidence-based learning. I highly recommend Catherine's services for anyone seeking professional development."

- Senior Strategic Advisor to Council CEO

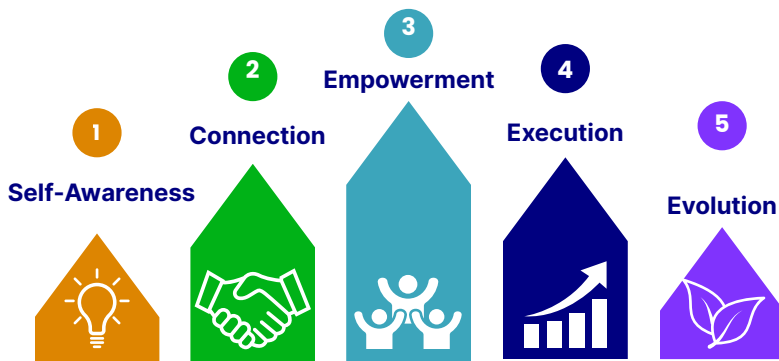
12-month Leadership Program with Psychometric Profiling



- *Shifting Leaders to Executive-Level Thinking & Practice-*

The Sustainable & Strategic Executive Program

The Sustainable & Strategic Executive Leader Program is our flagship senior leadership development framework: a five-stage, evidence-based model that integrates over three decades of peer-reviewed research in adult development, psychology, and organisational leadership. Designed for the demands of today and tomorrow's workplace, it helps leaders evolve from self-awareness to strategic, systemic impact - transforming people, culture, and performance along the way.



Build Executive Leadership Capabilities, Confidence and Presence

1. **Self-Awareness:** Builds emotional intelligence, clarity, purpose and resilience through building a new level of self-awareness at the human and leadership levels.
2. **Connection:** Enables enhanced communication, rapport and deep connection with team, stakeholders and colleagues through positive communication.
3. **Empowerment:** Firmly positions the leader as coach, enabling enhanced team performance and accountability through proven frameworks.
4. **Execution:** Focuses leaders on strategic and critical thinking skills, personal and professional sustainability, and mindful execution of goals with care and flexibility.
5. **Evolution:** Equips leaders with systems thinking and advanced human-centred capability built upon values, meaning, and contribution to community.

This program is structured around 10 x 3-hour workshops, with supportive online individual and small group coaching as a complete 12-month experience.

The Great With People Program

Human Skill + Professional Judgement + Legal & Ethical Literacy - the Foundations of Modern Leadership

The Great With People Program is Bell Training Group's foundation-level leadership program. Designed for new and emerging leaders, or for existing leaders ready to upgrade their hard-won practical experience with sound theory and leadership literacy.

Great with People builds the confidence and competence of emerging leaders to deal with the everyday challenges and opportunities of leadership. By the end of the program, participants understand what modern people-centred leadership requires, have practical frameworks for understanding themselves and others, can confidently handle difficult conversations, meet their legal and ethical responsibilities, and create the conditions where people can genuinely perform and shine at work. Leaders can step into their role fully and cope with challenges using proven frameworks, legal and ethical understanding, and best people practices.

**Eight Modules,
Delivered Online
or Live,
Supported by 1:1
and Peer
Coaching**



Program Sequence:

- Participants begin the program with an online **CAPPfinity Leadership Skills Profile and 1:1 debrief**, to understand their unique character strengths and how to leverage them for effective leadership.
- **Session 1 - Leadership in the Modern Workplace**
- **Session 2 - Leading Teams Well**
- **Session 3 - Leadership Communication That Works**
- **Session 4 - Leading Performance Improvement**
- **Session 5 - Health, Safety & Wellbeing: Your Responsibilities**
- **Session 6 - Continuous Improvement as Leadership Practice**
- **Session 7 - Solving Real Leadership Problems**
- **Session 8 - Goal Achievement and Action Planning for Success**

Delivered Online, each session is a 3-hour interactive Webinar.

Delivered Live in your workplace, each session is a ½ day interactive Workshop.

LEADERSHIP WORKSHOPS

- **Introduction to Leadership** – Set goals, make decisions, 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, & the needs of various communication preferences.
- **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 in the workplace.
- **Strategic Leadership** – Cultivate strategic thinking and practices to level up your leadership.
- **Continuous Improvement** – Learn Lean, Kaizen, and efficiency strategies.
- **Leadership Problem Solving** – Develop creative solutions under pressure.
- **Presenting with Confidence** – Become a compelling, confident speaker.
- **Creativity & Innovation** – Discover ways to tap into individual & team creativity and build systems to support innovation in the workplace.
- **Critical Thinking & Problem Solving** – Learn the essential skill of critical thinking to improve decision-making, protect yourself from misinformation, improve risk management and enhance problem solving.
- **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, and those of your Team, making the most of performance and energy.
- **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 Workshops, Company Retreats**
- **Custom-designed Workshops & Programs with your choice of content**

"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

Workshop Creators & Facilitators



Dr Denise Quinlan
Wellbeing Researcher,
Published Author
& Resilience Specialist



Cass Spong
Wellbeing Researcher
& Team Systems
Specialist



Jessica Taylor
Wellbeing Researcher
& Regenerative
Systems Specialist



Catherine Bell
Wellbeing Practitioner
& Psychosocial Safety
Specialist

The Creating Hopeful Futures Team Building Workshop

- Activating collective imagination, unlocking creativity & agency -

We all want to build a better future, but how do we tap into our vision and build the confidence to act? The answer is closer than you think...and so is a more hopeful future for all.

This inspiring workshop is an experience designed to transport your Team to a place of creativity, wonder, inspiration and hope for the future. **It's not about work...it's about LIFE and our shared future as a community.** But by completing the workshop together, your Team will **deepen relationships** and build **high-quality connections**, **unlock their unique character strengths and talents** through shared creative activities, and **build a shared sense of hope for a positive future - where everyone plays their part.**

Based on the science and research of applied Positive Psychology, Sociology, Systems Thinking and Human Development, this is team building at a whole new level...and an opportunity for your people to step out of work mode, re-set, and re-invigorate themselves mentally and emotionally to move towards a shared positive vision for the future. Delivered by a group of respected Researchers and Practitioners, specialists in the field of Wellbeing Science, Personal & Organisational Development, this spectacular and deeply meaningful workshop will resonate with your Team for months to come.

Already an inspiring International Success!

***Debuted at the European Congress on Positive Psychology 2026
Now Available to Businesses across the APAC Region***

Delivered exclusively as a Live, in-Person Experience, this Team Building Workshop lasts for a full day and includes follow-up resources and a check-in Webinar, post-event. This Workshop is a suitable investment for a Company Retreat, Team Development Day, Celebration or other major development moment for your Team. Run on-site at a venue of your choice across the APAC Region.

LEADERSHIP & EXECUTIVE COACHING

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



Professional Coaching for Leaders enhances leadership capabilities and drives organisational success.

Organisations leveraging the power of Coaching possess a major strategic advantage over competitors.

"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

Executive & Leadership Coaching

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

Strengths Coaching: with CAPPfinity Skills Discovery Profile

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

Emotional Intelligence Coaching: with 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 research.

Team Coaching

As a Team, work through development goals guided by your Coach. Learn and grow as a group, forge deeper relationships, improve communication, and reflect on your group performance, together.



PSYCHOSOCIAL SAFETY AUSTRALIA

A new division of Bell Training Group

Simplifying Psychosocial Safety for Australian Workplaces

Recent legal changes across Australia require employers to proactively identify and manage psychosocial risks at work. From the CEO down to frontline staff, everyone has a role to play – and ignorance is not a defense.

Psychosocial Safety Australia's online Courses make compliance straightforward, affordable, and actionable with training grounded in the latest wellbeing science.

Don't rely on expensive Consultants to do the work for you - you will just need to hire them back the moment something changes, which adds up fast! Build in-house expertise that never goes out of date, by uplifting the capability of your Team, Leaders and Board / HR specialists in this critical area.

EVERYONE has the right to work in a supportive, mentally healthy workplace.

Tailored Learning for Every Level of Your Organisation

- For **Staff & Team Members** - Foundations of psychosocial safety, recognizing hazards, and individual responsibilities in building a safe culture.
- For **Managers & Leaders** - Spotting early indicators of risk, leading supportive teams, and using our practical Manager Toolkit to handle situations confidently.
- For **C-Suite, Board, HR & OHS** - Executive governance, duty of care compliance, legal frameworks, and strategic hazard mitigation.

KEY FEATURES AT A GLANCE

- **100% Online & Self-Paced:** Accessible anytime, anywhere, on any device.
- **Assessment & Verification:** Every course includes built-in assessment to verify understanding, helping prove your commitment to staff education in this critical area.
- **Certificates of Completion:** Generate proof of training to support compliance records.
- **Science-Backed & Practical:** Built on the latest wellbeing science with real-world Australian workplace scenarios.
- **Accessible Pricing:** Accessible pricing to make enterprise-wide rollouts seamless.



Catherine presenting at the 2026
National Strata Impact Conference

Around Australia, organisations, Leaders and Teams are wrestling with how to implement and improve Psychosocial Safety protocols in line with new legislation. ***The secret is to bring the the knowledge, skills and passion in-house - and make them a part of how your people work, every day!***

Don't neglect this crucial area for development - explore our new online courses, workshops, Board briefings and Keynotes on Psychosocial Safety at www.psychosocialsafetyaustralia.com.au.

KNOW YOURSELF, UNDERSTAND OTHERS:

PSYCHOMETRIC PROFILING



CAPPfinity Skills Discovery 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 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 Skills Discovery 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 can truly thrive.**



GENOS Emotional Intelligence Profiling - For Leaders and Teams including 360°

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 180° and 360° 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?

HOW WE WILL WORK TOGETHER

No unexpected costs - transparent upfront pricing and progress checks against budget at every stage of the journey.

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 25+ years of experience, 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, Psychosocial Safety, 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 leadership - and business - as a force for good, she has contributed over 400,000 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.



- Master of Applied Positive Psychology (MelbUni)
- Bachelor of Business (VU)
- Exec & Leadership Coach
- GENOS EI Profiler
- CAPPfinity Skills Profiler
- HeartMath® 1:1 Provider
- NLP Master Prac & Trainer
- Matrix Therapies Trainer
- Fellow, Australian Human Resources Institute
- Certified HR Practitioner
- PCC Credentialed Coach, ICF
- B1G1 Platinum Giving Partner

Next Steps - Let's talk!

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 2027 and beyond.

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catherine@belltraininggroup.com.au



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 from a range of beautifully diverse backgrounds.

A scenic photograph of a coastal landscape at sunset. The sky is a mix of orange, pink, and purple. The ocean is calm with gentle waves lapping at a sandy beach. In the distance, there are cliffs and a prominent rock formation in the water. The image is partially obscured by a large white triangle on the right side.

LET'S DO GREAT WORK
TOGETHER!

A photograph of a coastal landscape with dry, yellowish-brown grass and green shrubs in the foreground. The background shows a body of water and a distant shoreline. The image is partially obscured by a large white triangle on the right side.

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