



**COACHING STATEMENT**  
**FEBRUARY 2024**



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## INTRODUCTION

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**Jeff Berlin, PhD** is a Hawaii-based organizational development consultant and leadership coach passionate about facilitating positive change with individuals, teams, organizations, and communities.

He started his consulting company to enhance people's experience at work and in life more generally. When people are engaged and satisfied with their job, they are more positive individuals, friends, parents, partners, and community members. Focusing on the people-side of organizations has a broader influence on community health and well-being. It's also good business.

Blending expertise in organizational, cultural, and community psychology with a practitioner's orientation towards action and accountability, Jeff strikes the balance between deep academic analysis and the realities and needs of business leaders. The following values guide this work:

- Collaboration, creativity, and innovation
- Integrity, authenticity, empathy, and trust
- Humor, enthusiasm, and passion
- Social, cultural, and environmental justice

He and his wife are happy and humble to live on the north shore of Oahu. In their free time, they enjoy spending time with family and friends, being active in and out of the ocean, reading, writing, traveling, and listening to their record collection.

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## COACHING APPROACH

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Jeff is an Associate Certified Coach through the International Coaching Federation, the international standard for coaching accreditation. Jeff's approach to coaching is based on formal training in [Organization and Relationship Systems Coaching](#), an extensive and diverse academic background in psychology, and 18 years of organizational development consulting experience. He has partnered with leaders of all levels in a wide variety of industries and companies throughout the state of Hawaii and beyond. He also serves as a founding board member of the first Hawaii chapter of the International Coaching Federation.

Establishing a strong, trusting, and confidential relationship with clients is essential in fostering a safe space for leaders to be their authentic and whole selves. When a leader connects with their values, motivations, goals, strengths, and challenges, it creates a solid foundation upon which growth possibilities are endless. Providing a balance of assertive challenge and compassionate support, Jeff serves as a trusted partner to leaders along their developmental journey.

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## CERTIFICATION AND CREDENTIAL EXPLAINED

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The [International Coaching Federation \(ICF\)](#) is a non-profit organization serving as the global standard for accrediting and credentialing both coaches and coaching training programs. An ICF Credential is a professional certification indicating an individual has met specific standards and requirements designed to ensure a certain level of proficiency and the ability to strictly uphold principles of ethical behavior.

Earning an ICF Credential is a rigorous process, which included the following:

- 1) Education:** 72 hours of training in Organization and Relationship Systems Coaching.
- 2) Experience:** Conducted over 100 hours of compensated coaching sessions.
- 3) Mentor Coaching:** Over 10 hours of mentor coaching from an ICF credentialed coach.
- 4) Performance Evaluation:** Submitted a coaching transcript to a trained review board and successfully demonstrated competencies and adherence to ethical standards.
- 5) Examination:** Passed a three-hour examination designed to test understanding of and application of the ICF competencies and ethical standards.



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## TESTIMONIALS

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### **Vice Provost for Enrollment Management**

"I am just so grateful for the work you have done with us and for us, and I want others to be able to enjoy the fruits of working with you! If you're in search of a leadership/executive coach for yourself or for your team, I highly recommend hiring Jeff Berlin. I hired Jeff to coach a member of my team, and I am incredibly grateful for the deep care he took in his approach to our needs. I felt "seen" as a client. In that sense, while I wasn't the focus of the coaching, I felt like a direct beneficiary. So I would say that under Jeff's tutelage, I gained and grew as a leader and manager too. Working with Jeff greatly enhanced my appreciation for having someone come in and support me as I endeavor to develop and strengthen a high-functioning team. There is no substitute for a coach that you can rely on when you want to do better and be better. Jeff was a strong fit for my needs, and I hope others will look to him for his coaching services and experience the benefits that we did!"

### **Mikaela Bolling, Co-Founder of Brilliant Marketing**

"Jeff and I first met through the executive mentoring program at Shidler Business School and agreed to "barter" our services. I provided some marketing guidance and Jeff provided some leadership coaching. He was going through certification at the time and I was happy to help him practice. After a few months, I found the coaching so valuable I wanted Jeff to officially "be my coach." Therefore, we transitioned into a more formal client engagement.

Jeff's coaching helped me to discover hidden parts of myself that are key to connecting with others and leading a team. I now feel empowered to bring all parts of myself to work that allow me to have better relationships with my team. His personality and style made our time together an easy and enjoyable experience. He's down to earth, positive, challenging, kind, compassionate, thoughtful, responsive, organized, and has a great sense of humor. He also brings deep and varied expertise to this work. I now consider Jeff a friend and would highly recommend him as a leadership coach."

**\*Additional references available upon request**

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## PROFESSIONAL BACKGROUND

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### **Jeff Berlin Consulting**

**Owner and Principal Consultant**

**August 2019 - Present**

Hawaii-based organizational development and coaching company primarily offering the following services: leadership, executive, and team coaching; leadership development; team building; facilitation, training, and development; change management; speaking; research and writing.



### **American Savings Bank**

**Organizational Development Advisor**

**December 2017 - May 2020**

Internal OD consultant responsible for change management and leadership development programs. Served as a key change management leader in the move to a new open-office campus, managed the company's leadership 360 feedback program, conducted 100+ leadership coaching sessions at all levels, and designed and facilitated 60+ leadership development sessions.



### **Bank of Hawaii**

**Senior Organizational Development Specialist**

**July 2015 - December 2017**

Internal OD consultant responsible for change management, leadership development, organizational research, training and development, and strategic advising. Conducted two award-winning OD projects with large revenue-generating divisions resulting in significant change.



### **University of Hawaii at Manoa**

**Numerous positions**

**August 2010 - May 2015**

Worked part-time as an OD consultant and research assistant during doctorate program. Key projects and responsibilities included coordinating and facilitating multiple public health efforts across the state, running the student advising center, supervising undergraduate research students, and developing teaching programs.



### **National Aeronautics and Space Administration**

**Organizational Development and Training Specialist**

**November 2006 - April 2010**

Internal consultant responsible for organizational, leadership, and strategic development projects. Developed numerous award-winning programs, including multiple agency-wide culture surveys and senior executive succession planning programs. Ran multiple leadership development programs and received performance awards every year.



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## PROFESSIONAL AWARDS

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- Hawaii Pacific Business News Magazine 40 Under 40 Award (2021)
  - Bank of Hawaii Chairman's Award for two OD projects (2015)
  - NASA Superior Accomplishment Award for management of Ames Culture Survey (2009)
  - NASA Certificate of Appreciation for service to the Ames African American Advisory Group (2009)
  - NASA Spotlight Award for Senior Executive Service Pipeline Workshops (2008)
  - NASA Culture Study Award for co-management of agency-wide culture survey (2007)
  - NASA Performance Awards (2007, 2008, 2009)
  - Dean's List for Academic Achievement, University of North Carolina - Wilmington (01-05)
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## ACADEMIC BACKGROUND

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### PhD, Community and Cultural Psychology (2015)

#### University of Hawaii at Manoa



Dissertation: *Beyond Intercultural Competence: Global Citizenship and a Critical Study Abroad*. A critical analysis of the study abroad industry and investigated the relationship between studying abroad and global citizenship development. Data included 571 survey responses and 34 interviews.

### Graduate Certificate, International Cultural Studies (2013)

#### East/West Center



EAST-WEST  
CENTER

Capstone: *Indigenous Representation in Study Abroad: A Case Study of Hawaii*. An in-depth, critical analysis of indigenous representation in Hawaii and specifically critiqued representations of Hawaii as a "study abroad destination."

### MS, Industrial/Organizational Psychology (2008)

#### San Jose State University



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UNIVERSITY

Thesis: *Social Support and Facet Satisfaction Across Cultures*. Investigated the relationship between organizational social support and job satisfaction across 14 nations and included survey responses from 45,000 employees.

### BA, Psychology (2005)

#### University of North Carolina at Wilmington



Emphasis in cultural, community, social, and industrial/organizational psychology.

# Jeff Berlin

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