

# Coaching Profile: Cindy Chen

Email [cindy@thebeinglab.com](mailto:cindy@thebeinglab.com) to schedule your free, evaluative session.

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## About Cindy

Cindy Chen is the founder of [The Being Lab](#), an organization focused on workshops and coaching for performance backed by data & research. She is also the founder and facilitator of the Learners' Support Group helping entrepreneurs from minority, low-income, and immigrant backgrounds succeed.

Cindy was also the Career Coach and Curriculum Designer for [General Assembly](#)'s Social Impact programs helping people who lost their jobs during the Covid-19 pandemic upskill and reskill into careers in Tech.

Previously, Cindy worked at Google, first as a PM in consumer products and then on a team where she ran innovative projects and experiments in performance psychology, emotional intelligence, behavior change, and well-being. She lead and managed a team of developers and experts in neuroscience to build Google's first company-wide, online, interactive platform for stress management.

Cindy was trained to coach at Google working with Google employees on career performance, leadership, and resilience.

Cindy loves solving problems using methods driven by data and science. Her

experience reviewing and evaluating top wellness/emotional intelligence programs for Google informs her coaching philosophy and helps her steer her clients towards the research-validated tools to achieve their goals.

Her style is action-oriented and focuses on inquiry and experimentation followed by troubleshooting areas of challenge and resistance.

### Education and experience

- B.Sc. in Economics, Wharton School of Business, The University of Pennsylvania
- Certified in Berkeley's Science of Happiness course
- Previously Google Guru as part of Google's internal coaching program
- Previously Consultant for Team Well-being and Performance on Google's Well-Being Learning team.
- Lead the creation of Google's first online, interactive platform for stress management.
- Previously Social Impact Consultant & Career Coach at General Assembly
- Consultant for Fortune 500 & Tech Companies, start-ups, and small businesses.

### Coaching Focus Areas

- API & Marginalized Population-specific
  - Imposter Syndrome
  - Assertiveness Training
  - Setting Boundaries - Work, Life, Family
  - Finding Purpose and Your Zone of Genius at Work.
- Navigating Career Pivots & Transition
- Leadership/Career Advancement - Fostering Purpose
- Salary Negotiation
- Building Confidence
- Finding Purpose
- Developing High Emotional Intelligence
  - Self-Awareness
  - Emotional Regulation
  - Motivation
  - Empathy
  - Social Awareness/Skills
- Executive Leadership Coaching
- Habit Formation/Behavior Change
- Well-Being:
  - Burnout/Stress Management

- Health, Fitness, Eating Goals
  - Work/Life Balance
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## What to expect

### Coaching process

#### First meeting.

The first coaching session helps both of us determine if we're a good match. We'll cover the following:

- What is coaching? What made you decide to explore coaching?
- What are your expectations of coaching? Of me?
- Process, logistics, and confidentiality
- With our remaining time, we'll discuss something you'd like to work on.

This mini sample session will give you a better feel of my style.

#### Ongoing coaching sessions.

I contract with my clients on a weekly to monthly basis depending on needs.

Generally, most clients meet with me weekly or bi-weekly to start; each meeting is 50 minutes.

If you have needs that are different than these, let's discuss other options.

### Coach commitments

Although I customize the coaching experience for each client, here are three things you can expect from me as your coach:

#### Understanding and empathy.

Every person and situation is unique -- it's my goal to understand your experience of the situation you're in. Through this understanding and empathy, we can build a healthy coaching relationship. As a coach, I will be a partner for you as you walk towards your goals, challenging you and supporting you along the way.

#### Active engagement.

As a coach, I will engage with you fully in each session. In addition to listening to you and posing questions, I'll connect you with other resources (either people or material) that will help you reach your goals. Depending on your preferences, I can show up relaxed and calm or enthusiastic and energetic. No matter the style

you prefer, I commit to full, active engagement in each session.

### **Accountability.**

Throughout our sessions, and especially between them, there will be actions for you to complete, whether it is having a difficult conversation or experimenting with a different way of thinking or acting. You'll also focus on changing or cultivating certain behaviors. We'll contract what you'll do, when you'll do it, and how you'll let me know before the end of each meeting. As your coach, I will hold you accountable to these goals or help you modify them if we discover they are off-course.

### **Client commitments**

Coaching, when successful, is a partnership where both coach and coachee work together. Here is what you can do to improve your coaching experience:

#### **Engage deeply.**

You will only get out of coaching what you put into it. To truly experience the benefits of coaching, engage with the process and me as your coach more deeply. Make time to both prepare for and reflect on your coaching sessions, and stay committed to your actions and behaviors that you commit to.

#### **Communicate proactively.**

As both a coach and a person, I'm flexible in my approach and communication style. Ask for what you want or need from me. If you are not getting what you want out of a session or our coaching partnership, tell me immediately. If your goals or needs change, or if you need to make logistical adjustments, let me know.

#### **Define your goals.**

In some cases, you will walk into a coaching session with a clearly-defined goal. In some sessions, especially earlier in the coaching relationship, you might not have well-defined goals. Either way, come to each session prepared with what you'd like to explore. This way, we will maximize our time to help you address a challenge or clarify a problem.

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## **Client Testimonials**

Where do I even start with how amazing it is to work with Cindy Chen?! I had the pleasure of working with Cindy for a little over a year, through the height of a global

pandemic when so many of us were facing soaring levels of frustration and burnout.

My first meeting with Cindy was both a balm and a spark. I needed someone to help me navigate an unsustainable workplace culture and I was also in a bad mental space where I lost sight of my passion and purpose. She listened, validated, and then gave me the right push to dig myself out, dust myself off, and ultimately take the most restorative break of my life and then land my dream job (did someone say 4-day work week?).

Her methodology is science-based and experience-tuned, with a bit of Cindy-magic thrown in. Whether it is dreaming big or goal setting or habit formation, Cindy has the intuitive human approach as well as the nerdy science or research article backing up her suggestions. Ultimately, what I really cherished was Cindy's ability to draw out the truth from me and reflect it back to me so that I could continue to be accountable to myself.

While Cindy is an expert coach in self-exploration, experimentation and habit formation, she also brings a strong set of values, morals and ethics to her work. She contextualizes grind culture and hustle mentality as toxic manifestations of late-stage capitalism and is personally committed to supporting under-resourced communities who deserve to have a sense of belonging and psychological safety at work. That's just a bunch of words to say Cindy has a big, fierce heart and infuses that passion and justice into all that she says and does.

It's rough out there, so if you can, it's worth it to invest in yourself. And Cindy Chen is one of the best humans you can have in your corner.

*T. Lee (Product Manager)*

Cindy is a kind and curious person. She is a very likable and humble human being who is genuine and loves to ask thoughtful questions without passing judgment on others. Most importantly, she is kind to herself and to others. She will bring out the best in you and she is determined not to let you kick yourself if you fail on one of the tasks but rather build resiliency to failing. I remember we had a fascinating discussion about pain, and Cindy helped me have a totally different meaning for that emotion. It was a unique experience that helped me accept and appreciate negative feelings.

Cindy's coaching helped me with key character traits that I felt kept my performance level down. For example, procrastination was a nagging problem during my upbringing that I never felt quite in control of. Through the coaching sessions, Cindy and I were able to come up with a practical plan to help eliminate this problem. You know, Cindy has a power over people that makes them smile

just by remembering her. Every time we were in a session or even through email correspondence, I couldn't help but feel comfort in her words, easing up on stress when she narrows in on a problem.

*M. Kamal (Googler)*

"A student is only as good as their teacher. This is especially true in the realm of coaching individuals ready to make a lifestyle change. Cindy's style of coaching is exactly what you need to meet those important goals - she is able to strike the perfect balance between listening carefully and engaging at the right moment to ask you the questions you need to gain a deeper understanding and work towards your goal. Working with Cindy has helped me build constructive behavior that has in turn helped me make meaningful lifestyle changes. It's not extrapolation to say that she's helped me to significantly change my life for the better.

She is highly empathetic and intelligent and has excellent analytical abilities in that she is able to quickly recognize how your pattern of behavior or mode of thinking can act as a roadblock. She is also very skilled at problem-solving, and offers guidance as to how to modify those patterns to help you successfully reach your goals. Cindy is very responsive throughout the coaching process, and will consistently follow up to ensure your success. I cannot recommend her highly enough."

*J. Pérez (Attorney)*

Cindy is encouraging, truly caring, and shares research-backed, relevant techniques and information. Her coaching is inspiring, actionable, and individual. I would recommend her to anyone looking for a talented coach to assist them in their journey.

*K. Hegedus (Founder)*

I just want to say if you haven't already scheduled a one-to-one with Coach Cindy do it!! She helped me prep for an interview that I nailed! One-to-one sessions with her are 12000/10, super beneficial.

*T. Fambrough (Data Analyst)*

*Covid-19 Social Impact Program, General Assembly*

Cindy is naturally an empathetic, very intuitive person. To this, she adds a research-based, extremely thoughtful approach to coaching. I spoke with her extensively after a particularly difficult break-up. Sadness and resentment from that relationship had taken over my headspace, making it difficult to move on. Cindy created a safe space for me to talk through the swirl of emotions I was feeling and helped organize my thoughts into narratives that I could not only digest, but also start to label and actively address. As my coach, Cindy helped me dig into the underlying factors that led to an ugly break-up and then apply those learnings in a way that would set me up for more fulfilling relationships (romantic or otherwise) in the future.

Looking back, what I appreciated most during a particularly difficult period right after the break-up was her ability to expertly guide me through my many thought processes as I started to make sense of my feelings and come to some conclusions about my relationship experiences. She proactively stays in touch with me, checking in and also offering me resources (e.g., reading materials) to help me through this journey. She is exactly the type of coach you can connect with for acute needs and find lasting value in ongoing discussions.

*N. Ray (Communications Executive)*

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