CARLA ROYAL



CARLA ROYAL, M.ED., PRIVATE COACH FOR FOUNDERS

When Strategy is Not Enough

Carla works with the person behind the company and the questions that cannot be answered inside it. She began her career as a psychotherapist and later moved into coaching. Today she works exclusively as a private coach to founders and entrepreneurs.

Most founders already have excellent advisers. What they rarely have is someone for themselves: someone who knows them well enough to see what pressure is distorting and help them regain access to their own judgment.

Sometimes the way they have been operating has started to cost more than it returns. Other times, the circumstances change: the company is scaling, being sold, or winding down; something fractures inside the senior team; there is a diagnosis, a death, or a marriage under strain.

Founders are often very good at turning what they feel into action. Anxiety becomes more preparation. Doubt becomes more work. Under pressure, they may work more, control more, or become angry faster.

Carla helps them see what shapes how they respond, including what can be hard to see from within the situation. Over time, she comes to know how they think when grounded, what pressure distorts, and which patterns repeat.

Clients often gain clearer judgment, more capacity, less reactivity under pressure, and greater freedom in how they lead, relate, and respond.

CAREER HIGHLIGHTS

- Certified Integral Master Coach™ (2013–present)
- Former Licensed Professional Counselor (1990–2005)
- Master of Education, University of South Carolina
- Private practice, Founders and Entrepreneurs, since 2019
- Host of "What Holds"

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> I am more confident leading my team than I have ever been. I am clearer about where I am taking the company and more courageous in the face of challenge and uncertainty.
>
> **Keala Kanae**, CEO & Founder, Inspirean & Fullstaq Marketer

PODCAST GUEST

Most founder podcasts cover how the company gets built. Carla talks about the person building it: what pressure does to judgment, what founders carry privately, and what happens when the company or life around it changes faster than the person carrying it can easily absorb.

Carla is comfortable staying with difficult territory without rushing it toward resolution. Conversations can include failure, grief, identity, anger, uncertainty, relationships, meaning, or the cost of being the person others rely on.

SELECTED CONVERSATIONS











Living Inside Out with Carla Royal, M.Ed.

Connecting To Your Essential Self w/ Carla Royal



CARLA'S PODCAST

Carla hosts *What Holds*, conversations with founders about the work that holds what they're building.

TOPICS INCLUDE

- How founders turn anxiety into preparation, doubt into more work, and anger into action, and what remains after the work gets done.
- Why clear judgment gets harder when pressure, urgency, identity, or old patterns are shaping the response.
- What founders carry that has nothing to do with the company, and why there are often very few people they trust enough to tell the whole truth to.
- What changes when the company is scaling, being sold, winding down, or when life outside the company changes everything at once.

> Carla does not rush it or try to fix anything. She creates the safety for what someone has carried for a long time to finally rest. I have spent my adult life helping people change, and this shifted me.
>
> **Courtland Warren**, Founder, AI + You and Master Facilitator