



CATALYSTS EDUCATION CENTER

Leadership Spotlight

Mr. Dwayne “Coach” Colbert

Co-Founder True Riches United (TRU)

C.E.C. DIRECTOR OF
ORGANIZATION CULTURE

ABOUT THE ROLE



As Director of Organization Culture, Mr. Dwayne “Coach” Colbert leads with purpose and passion to cultivate a strong, positive, and values-driven culture across Catalysts Education Center. He ensures that every team member feels empowered, connected, and aligned with the mission—creating an environment where people thrive and purpose prevails.

AREAS OF LEADERSHIP



Cultivate and strengthen a positive organizational culture



Foster team engagement, collaboration, and communication



Develop and implement initiatives that promote unity and belonging



Support staff development and professional growth



Ensure alignment of organizational values with daily operations



Lead change management and drive continuous improvement



Build strong relationships across departments and with community partners



Inspire excellence and recognize the contributions of others

“ Culture is not just what we say—
it's how we show up, serve others,
and build something greater together. ”

*Growing Minds. Changing Lives. Building Legacies.
Leadership is an opportunity to serve, educate,
and leave a lasting legacy.*

