



AN ORGANIZATIONAL PARTNERSHIP CASE STUDY FOR

COMMUNITY RESOURCE EXCHANGE

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THE ORGANIZATION + MISSION

EAST BAY COMMUNITY FOUNDATION (EBCF)

Community Resource Exchange (CRE) is a nonprofit consulting firm that provides strategies and tools required to build sustainable, high-performing organizations that improve people's lives and drive social change.

They partner with nonprofits, foundations, and government agencies to set ambitious goals for success – and then they help them get there. Together, with their clients they work to reduce poverty, promote equity, and increase opportunity.

Find additional information about the initiative [here](#).



THE GAP

The CRE team had been working continuously to support the growing and evolving needs of their clients during the ongoing COVID pandemic period. In addition, the team has continued to evolve over time, including making changes in leadership, structure, and services, all having a direct impact on their dynamic team.

To address these major changes, CRE sought a partnership with Blooming Willow Coaching to develop a three-month one-on-one coaching pilot to support their team with growth and healing.



THE SOLUTION

Through strategic planning and collaborative efforts, the Blooming Willow Coaching team implemented a series of targeted initiatives designed to address key challenges, while supporting the needs of the individuals within the organization, including:

- One-on-One Coaching
- Coaching Evaluation & Assessment
- Coaching Capacity Building



DELIVERABLES

The Blooming Willow Coaching team provided each staff member with access to the Healing Centered Coach of their choice to partner with to:

Receive three, 1-on-1 coaching sessions over three months, to support the practice of Pausing on behalf of their growth and healing. Staff members were able to address personal and professional goals during this short pilot.

We conducted a coaching survey to assess the impact of the Healing Centered Coaching on the staff, including a focus on gaining awareness of the impact of this pilot on their growth and healing



THE RESULTS

As a result, Blooming Willow Coaching was able to support and enhance the Community Resource Exchange team with the following results.

- Staff indicated that the pilot provided them with an opportunity to Pause and focus on themselves, allowing them to gain clarity and actualize their growth and healing goals.
- Staff members noted a desire for ongoing 1-on-1 coaching support to continue to have opportunities to Pause and focus on the work and lives outside of work.
- Staff spoke of the power of Blooming Willow's invitation to Pause, as a strategy to support their ongoing growth, healing, and liberation.
- Coaches on the staff spoke about the ripple impact of Blooming Willow's Healing Centered Coaching influencing their practices as a coach with CRE clients.



CONNECT

To learn more about Blooming Willow Coaching and our signature coaching, training, and certification programs for teams and organizations, please connect with us using any of our channels.

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