



*Blooming Willow*

CULTURALLY RELEVANT HEALING-CENTERED

COACHING & TRAINING FOR COMMUNITIES

COACHING AND WELLNESS  
SERVICES GUIDE  
2023

**Supporting Sustainable Community Change.**



# Blooming Willow

COACHING & TRAINING

## Who We Are....

Blooming Willow is a Black Woman owned Coaching and Training firm that was created to support ChangeMakers to grow and heal as they design a future that propels collective liberation. Our unique Healing Centered Coaching™ approach was designed to ensure that individuals and communities receive culturally relevant, cutting edge, coaching that propels sustainable change. Our firm is focused on supporting BIPOC Changemakers and white Changemakers committed to centering healing and growth in communities.

## How We Work....

Our team prides itself on our commitment to supporting deep sustainable change and we achieve that through our signature Blooming Willow Healing Centered Coaching approach. Our approach is facilitated through a partnered, planning and processing strategy that invites Changemakers/clients to consciously design growth strategies that support them to shift from an undesired state to a desired state, hence healing themselves while growing.

In Healing Centered Coaching the aim is not about fixing the client, it's about supporting them to move from where they are now, to where they want to be in the future. So our powerful Healing Centered Coaching approach, provides an opportunity for clients to Pause moving away from doing, Ground in intention, Align opportunities to maximize impact and step into Action that honors growth and healing with the support of an accountability partner.

## Who We Serve....

Our team works with Changemakers from movement organizations, socially conscious business, foundations and public intuitions to support them to deepen their impact supporting communities. Our team is comprised of primarily BIPOC Coaches that come with experience designing innovative non-traditional strategies, leading organizations, consulting and of course coaching Changemakers that are reimagining our society.

## How we Serve....

### One-on-One Coaching

One-on-One Coaching provides a place for clients to receive ongoing Healing Centered Coaching to support their growth and healing. During these sessions, clients are able to partner with International Coaching Federation Accredited Healing Centered Coaches to work towards goals that support Pausing, Grounding, Aligning and Acting. At Blooming Willow Coaching we use our signature Healing Centered Coaching Model to support clients to Pause, Ground, Align and Act on their goals during each session.

### Healing Centered Coaching Facilitation

Using our signature Healing Centered Coaching Approach, we partner with teams and organizations to support them to Pause, Ground, Align and then Act as they tap into community wisdom to support the development of culturally relevant strategies and systems that support sustainable change and transformation. This unique approach supports, unlocking underlying issues, unpacking root causes, synthesizing and digesting complicated information and co-designing strategies that center action and healing.

### Group Coaching

Group Coaching provides an opportunity for groups to gather and focus on exploring together. These 90 minute sessions serve as an opportunity for teams to explore topics of choice in both large and small group forums. With the support of a coach facilitator, teams have an opportunity to identify clear goals, explore multiple perspectives, strategize and establish accountability in moving into action. These sessions are co-designed by the Blooming Willow Coach and representative of the organization to ensure that they meet the culture and unique needs of the team.

### Consulting Partnerships

Blooming Willow enjoys developing long-term partnerships with organizations and business committed to social change. Our Coaching Partnership allow us to support teams to deepen impact, support alignment and expand vision with both intention and practice. Using our innovative Healing Centered Coaching Model, our team works with key organizational stakeholders to co-design strategies that support multiple levels of change. Our approach allows us to remain true to the roots of coaching while layering in consulting and evaluation strategies to meet the unique needs of the team. This strategy uses a combination of one-one coaching, group coaching, learning labs and workshops to serve the unique needs of each partner.



## Public & Private Classes

Public and Private classes provide an opportunity for participants to build skills to support their growth and healing. Our team prides itself in providing an approach that centers the unique needs of BIPOC Communities and communities committed to supporting transformation in communities of color. To support community transformation and healing, Blooming Willow Coach has developed a solid portfolio of offerings to support learners of all levels including coaches and non-coaches.

## Conductors Coaching Certification Program

Blooming Willow's Conductors Community Coaching Certification Program (Conductors Program) was developed by Founder & CEO, Leslie Avant-Brown, who saw that many coaching certification programs lacked a focus in serving communities of color. She also noticed that many of the strategies being introduced in coaching programs, were solely focused on growth and didn't honor the healing needed in communities of color. In response, she designed an International Coaching Federation Accredited, Healing Centered Coaching certification program, to support BIPOC ChangeMakers and white ChangeMakers committed to serving communities of color. Her thoughts for making this an ICF Accredited Program, was to ensure that more BIPOC coaches and white coaches committed to serving communities of color, were able to join the ICF post-graduation and serve as a new generation of leaders within the international coaching community.

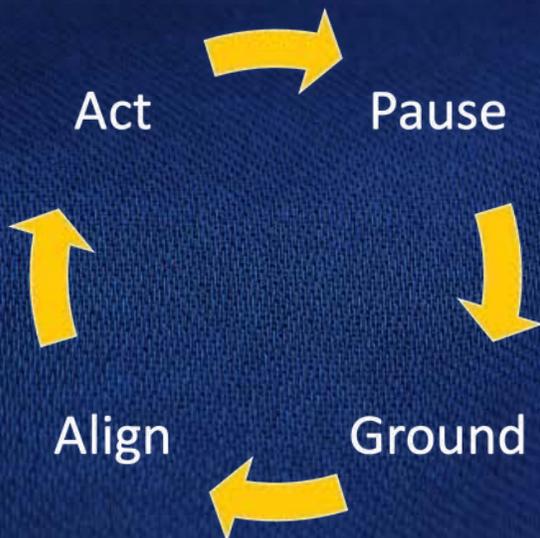
## International Coaching Federation Accredited Program

Blooming Willow Coaching is an accredited ACSTH/Level 1 provider within the International Coaching Federation, the governing body of coaching around. This accreditation signifies that Blooming Willow Coaching consistently provides high quality services and accountability to clients and the coaching profession as a whole. It also demonstrates that Blooming Willow Coaching, has a documented track record of providing services and training that is built upon ICF's rigorous requirements that provide unquestioned legitimacy to their commitment to excellence in coaching.



*Conductors*

BLOOMING WILLOW'S COACHING  
CERTIFICATION PROGRAM



BLOOMING WILLOW COACHING'S

Healing Centered  
Coaching Model

## How to Contact

If you have questions or would like to move forward with becoming a Blooming Willow Coaching client or partner please reach out to our Admin Team at [admin@bloomingwillow.com](mailto:admin@bloomingwillow.com).

[www.bloomingwillow.com](http://www.bloomingwillow.com)

# About Blooming Willow's Healing Centered Coaching:



Blooming Willow's Healing Centered Coaching is a partnered, planning and processing strategy that invites Changemakers/clients to consciously design growth strategies that support them to shift from an undesired state to a desired state, hence healing themselves while growing.

In Healing Centered Coaching the aim is not about fixing the client, it's about supporting them to move from where they are now, to where they want to be in the future.

Our Healing Centered Coaching approach provides an opportunity for clients to Pause moving away from doing, Ground in intention, Align opportunities to maximize impact and step into Action that honors growth and healing with the support of an accountability partner.

## **BENEFITS OF HEALING CENTERED COACHING**

- Enhanced ability to Pause, Ground, Align and Act (the Core Pillars of Blooming Willow's signature Healing Centered Coaching Model).
- Increased awareness of the impact of trauma (acute, chronic and complex) on goal setting and leadership development.
- Enhanced clarity on purpose, values, and beliefs that support decision making.
- Increased confidence in identifying opportunities and barriers that impact action.
- Deepened awareness of the role that culture plays in Authentic Leadership.
- Enhanced ability to attain resources and supports that catalyze accountability that honors both "Doing" and "Being".
- Increased ability to design innovative new tools, structures and models that support sustainable social change.

# ONE-ON-ONE MONTHLY HEALING CENTERED COACHING

One-on-One Monthly Coaching provides a place for clients to receive ongoing Healing Centered Coaching to support their growth and healing. During these sessions, clients are able to partner with International Coaching Federation Accredited Healing Centered Coaches to work towards goals that support Pausing, Grounding, Aligning and Acting. At Blooming Willow Coaching we use our signature Healing Centered Coaching Model to support clients to Pause, Ground, Align and Act on their goals during each session.

## How does one-on-one coaching work at Blooming Willow Coaching?

Blooming Willow Coaching provides one-on-one coaching to BIPOC Changemakers and white Changemakers committed to serving vulnerable communities. Our approach to coaching ensure that clients are able to focus on their own growth and healing with the support of an accountability partner. During each coaching session the client is invited to bring their agenda as they focus on their goals for the session.

Blooming Willow Coaching provides coaching for clients at the following package rates:

**Pausing Package - 6 Sessions** Six private 45 minute virtual coaching sessions. Clients are encouraged to meet with coaches twice per month to ensure that they are moving towards goals. Rate: \$1800-\$2400

**Pausing Package + Package - 10 Sessions** Ten private 45 minute virtual coaching sessions. Clients are encouraged to meet with coaches twice per month to ensure that they are moving towards goals. \$3,000 - \$4000

**Grounding Package - 15 Sessions** Fifteen private 45 minute virtual coaching sessions. Clients are encouraged to meet with coaches twice per month to ensure that they are moving towards goals. \$4,500 - \$6000

**Aligning Package - 25 Sessions** Twenty- Five private 45 minute virtual coaching sessions. Clients are encouraged to meet with coaches twice per month to ensure that they are moving towards goals. \$7500 - \$10,000

**Healing Centered Action Package - 50 Sessions** Fifty private 45 minute virtual coaching sessions. Clients are encouraged to meet with coaches once per week to ensure that they are moving towards goals. \$15,000 -\$20,000

## Can I contract for one-on-one coaching hours for my entire team?

Yes, Blooming Willow Coaching, has developed one-on-one coaching packages to support teams to have access to culturally relevant Healing Centered Coaching. Packages begin at 20 hours for \$10,000 which allows the team to slowly draw down hours as needed to support the teams growth and healing. This packages provides the team with a roster of Healing Centered Coaches that staff can review to select their individual coaches. It also includes pre-planning meetings, coach matching, staff orientation materials and follow-up meetings with organizational contacts to provide on-going support for the facilitation of the coaching contract.

## How can I get started with one-on-one coaching at Blooming Willow?

Please complete our New Client Application Form on our website at [www.bloomingwillow.com](http://www.bloomingwillow.com).

# ONE-ON-ONE WEEKLY HEALING CENTERED COACHING PARTNERSHIP PACKAGES

Partnership Packages serve as an opportunity for Changemakers to engage in a Healing Centered Coaching partnership with Master Certified Coach, Leslie Avant-Brown. These weekly 45 minute sessions are designed for Changemakers seeking intensive on-going support for their growth and healing as they serve larger teams and movements. In this package Changemakers receive up to four sessions per month along with email support from CEO, Leslie Avant-Brown. Clients are also eligible to participate in Blooming Willow Coaching's monthly Dandelion Garden Learning Community and Yoga for Changemakers series as a part of this package. \*Please note there are only 10 slots available.

## Weekly Partnership Packages

**3 Month Package:** The three month partnership package supports Changemakers to grow and heal as they focus on supporting teams and movements. These sessions will occur weekly via Zoom.  
Rate: \$4,800

**6 Month Package:** The six month partnership package supports Changemakers to grow and heal as they focus on supporting teams and movements. These sessions will occur weekly via Zoom.  
Rate: \$9,600

**9 Month Package:** The nine month partnership package supports Changemakers to grow and heal as they focus on supporting teams and movements. These sessions will occur weekly via Zoom. Rate: \$14,400

**11 Month Package:** The eleven month partnership package supports Changemakers to grow and heal as they focus on supporting teams and movements. These sessions will occur weekly via Zoom. Please note that this package serves as the annual package as Leslie Avant-Brown, Pauses annually during the month of August.  
Rate: \$17,600

# TEAM ONE-ON-ONE COACHING

Blooming Willow Coaching, has developed one-on-one coaching packages to support teams to have access to culturally relevant Healing Centered Coaching. Packages begin at 30 hours for \$10,000 which allows the team to slowly draw down hours as needed to support the teams growth and healing.

These packages provide the team with a roster of Healing Centered Coaches that staff can review to select their ideal individual coaches. These packages also include pre-planning meetings, coach matching, staff orientation materials and follow-up meetings with organizational contacts to provide on-going support for the facilitation of the coaching contract. Please note that larger coaching packages of hours are available for teams upon request.

## Pause Package:

This package provides the team with a bank of 20 one-on-one coaching hours that can be used to support an entire team. This package includes pre and post planning sessions with team lead. Rate: \$10,000

## Grounding Package:

This package provides the team with a bank of 50 one-on-one coaching hours that can be used to support an entire team. This package includes pre and post planning sessions with team lead. Rate: \$20,000

## Aligning Package:

This package provides the team with a bank of 100 one-on-one coaching hours that can be used to support an entire team. This package includes pre and post planning sessions with team lead. Rate: \$33,000

## Healing Centered Action Package:

This package provides the team with a bank of 200 one-on-one coaching hours that can be used to support an entire team. This package includes pre and post planning sessions with team lead. Rate: \$65,000



*Blooming Willow*  
COACHING & TRAINING

# GROUP COACHING

Group Coaching provides an opportunity for groups to gather and focus on exploring together. These 90 minute sessions serve as an opportunity for teams to explore topics of choice in both large and small group forums. With the support of a coach facilitator, teams have an opportunity to identify clear goals, explore multiple perspectives, strategize and establish accountability in moving into action. These sessions are co-designed by the Blooming Willow Coach and representative of the organization to ensure that they meet the culture and unique needs of the team.

## How does group coaching coaching work at Blooming Willow Coaching?

To support teams, Blooming Willow Coaching (BWC) has developed a group coaching approach that provides opportunities for BIPOC Changemakers and white Changemakers committed to serving vulnerable communities to collectively Pause, Ground, Align and Act in service of their goals. Prior to each session, BWC will host a design session with the teams liaisons to co-design an agenda that will support culturally relevant healing centered growth.

## How much does a group coaching session cost?

Blooming Willow Coaching provides group coaching sessions for groups of 10 or less for a cost of \$2000 per 90 minute session and \$3000 per session for groups of 20 for a 90 minute session. Groups of 21+, please reach out to our Admin Team at [admin@bloomingwillow.com](mailto:admin@bloomingwillow.com) for questions.

## How can I get started with scheduling a group coaching session with the Blooming Willow team?

Changemakers should begin their coaching inquiry process by completing a group coaching intake form on our website at [www.bloomingwillow.com](http://www.bloomingwillow.com) or email, Our Admin Team, at [admin@bloomingwillow.com](mailto:admin@bloomingwillow.com).

## HEALING CENTERED COACHING FACILITATION



Using our signature Healing Centered Coaching Approach, we partner with teams and organizations to support them to Pause, Ground, Align and then Act as they tap into community wisdom to support the development of culturally relevant strategies and systems that support sustainable change and transformation. This unique approach supports, unlocking underlying issues, unpacking root causes, synthesizing and digesting complicated information and co-designing strategies that center action and healing.

**Rate: \$1000 per hour with a minimum of 2 hours.**  
**Travel Cost Not Included in Rate**

## CONSULTING PARTNERSHIPS

Blooming Willow enjoys developing long-term partnerships with organizations and business committed to social change. Our Coaching Partnership allow us to support teams to deepen impact, support alignment and expand vision with both intention and practice. Using our innovative Healing Centered Coaching Model, our team works with key organizational stakeholders to co-design strategies that support multiple levels of change.

Our approach allows us to remain true to the roots of coaching while layering in consulting and evaluation strategies to meet the unique needs of the team. This strategy uses a combination of one-one coaching, group coaching, learning labs and workshops to serve the unique needs of each partner.

**Packages Start at \$5,000**



**How can I get started with scheduling services with the Blooming Willow team?**

Please email, our Admin Team at [admin@bloomingwillow.com](mailto:admin@bloomingwillow.com).



# **BLOOMING WILLOW'S HEALING CENTERED COACHING PRIVATE CLASSES**

Prepare to be engaged, challenged and supported as Blooming Willow invites you on an interactive learning journey.

Our innovative approach is ideal for teams interested in developing Healing Centered Coaching skills to support them to Pause, Ground, Align and Act in all areas of their lives.

Through our signature coaching and wellness classes, teams are able to gather, decompress stress, and develop strategies to support them to move away from burnout as they build sustainable skills to support thriving.

Our work with each new partner begins with an assessment to understand the teams' needs and determine which of the classes presented below would be best to support the teams growth and healing.

\*Please note: our team is available to travel for an additional cost.

\*\* Customized training is available but is not included in the list below are also available.\*\*\*

Feel free to submit training request/inquires to our Admin Team at [admin@bloomingwillow.com](mailto:admin@bloomingwillow.com)

# Healing Centered Coaching Class Descriptions

## Asking Powerful Questions

What makes a question powerful? How do Changemakers support people to tap into their own resourcefulness? During this introductory workshop, participants will learn to ask Powerful Questions to support growth, healing and liberation.

## Practicing Engaged Listening

How can Changemakers improve their listening? What does it mean to shift into engaged listening? What's the impact of engaged listening? During this introductory workshop, participants will learn to utilize Engaged Listening as a strategy to support presence, connection and clarity.



## Trying on a Healing Centered Coaching Mindset

How does a Healing Centered Coaching Mindset impact the way that people hold space? What does it mean to see everyone as creative, resourceful and whole? How does a Coach's Stand support consistency in communication? During this introductory workshop, participants will learn to tap into a Healing Centered Coaching Mindset as a strategy to support holding space for others.

## Supporting Engagement – 4 Key Concepts

How do Changemakers authentically engage with people? What supports people to open up and build trust? What coaching skills support people to feel seen, heard and honored? During this introductory workshop, participants will learn to tap into the power of silence, pausing and permission as tools to support short and long term engagement.

## Supporting Accountability – Challenge & Request

How do Changemakers support accountability? What does accountability do for people wanting to grow and heal? During this workshop, participants will have an opportunity to explore multiple strategies that support people to step into accountability that honors both growth and healing with a partner.

## Shifting Perspectives

How does shifting perspectives change things? How can you support yourself and others to consider a new perspective? During this train the trainer workshop, participants will have an opportunity to learn an Expanding the View coaching skill that will support them to embody various perspectives.



## Challenging Limiting Beliefs

What are limiting beliefs? How do they impact our future? How can Changemakers overcome limiting beliefs? During this workshop, participants will have an opportunity to unpack the root causes of limiting beliefs and build skills to support people to grow awareness of the impact of limiting beliefs.

## Calling Out the Power

What supports Changemakers to move forward powerfully? How can Changemakers encourage each other to grow and heal? What motivates Changemakers to move through stuckness? During this workshop, participants will dig into coaching tools that support Changemakers to move through barriers and into their ideal future.

## Supporting Action – Developing Healing Centered North Stars

How do Changemakers encourage Healing Centered action? What supports people to center healing in goal setting? During this training, participants will learn to use a Healing Centered Coaching tool that supports the identification of high level goals that are embedded with wellness and healing supports.

# Popular Coaching Class Packages

## Introduction to Coaching - \$4,500

This package, provides teams with a full virtual learning series that introduces core Healing Centered Coaching Skills. During three, 90-minute virtual interactive classes, teams will have an opportunity to witness demos, practice with peers and receive real time support. Teams that complete this series will build skills to support clients to **Pause** and **Ground** by asking powerful questions, practicing engaged listening, and utilizing a coaching mindset to support client engagement.

- Asking Powerful Questions
- Practicing Engaged Listening
- Trying on a Coaching Mindset

## Embedding a Coaching Approach - \$12,000

This package, provides teams with a robust virtual learning series that introduces and deepens core Healing Centered Coaching Skills. During eight, 90-minute virtual interactive classes, teams will have an opportunity to witness demos, practice with peers and receive real time support. Teams that complete this series will build skills to support clients to **Pause, Ground and Align** by asking powerful questions, practicing engaged listening, utilizing a coaching mindset and supporting client engagement. In addition, during the second half of the series, students will learn to support accountability, shift perspectives, challenge, limiting beliefs and call out the client's power.

- Asking Powerful Questions
- Practicing Engaged Listening
- Trying on a Coaching Mindset
- Supporting Engagement – 3 Key Concepts
- Supporting Accountability – Challenge & Request
- Shifting Perspectives
- Challenging Limiting Beliefs
- Calling Out the Power



# Healing Centered Wellness Classes

Wellness Classes serve as culturally relevant, Healing Centered supports for teams desiring a reset or an injection of healing energy. These workshops provide an intentional pause, allowing teams to slow down, reflect and build skills that support healing and wellness in the workplace. Using a highly interactive format, participants are encouraged to get in touch with what they need to strengthen their individual and community wellbeing. Participants can expect to, engage with cutting edge tools and resources that support healing and wellness, spend intimate time working with peers and have time to develop clear next steps to support individual and collective wellness. The following workshops are available to support team to Pause, Ground, Align and Act.

## Self-Care / Community-Care

How do staff incorporate self-care in busy environments? How do teams support community care? During this wellness workshop, participants will have an opportunity to explore tools that encourage self-care and community-care. Participants will also gather tips from the larger group during a series of intentional break-out sessions that allow for cross-pollination of ideas.

## Resilience +

What's next-level resilience? How can teams plan to bounce back differently? What are dangers of resilience? During this wellness workshop, participants will have an opportunity to explore the dangers of resilience. Participants will also have an opportunity to grapple with a new concept of resilience+ encouraging them to center healing as they bounce back.



## Incorporating Somatic Practices

How do Somatic Practices like yoga, breathing and meditation support wellness? What's the impact of leveraging three healing and wellness strategies? During this wellness workshop, participants will have an opportunity to explore somatic practices including, yoga, breathing and meditation to support individual and collective wellness.



## Re-Discovering Values

How do values support growth and healing? What's the importance of values in supporting wellness? During this wellness workshop, participants will have an opportunity to explore their values and get curious about how they can support grounding in their daily lives. Participants will also have an opportunity to get curious about how the team can enhance the way they embody their collective values to support wellness.

## Decompressing Stress

What are the 4 principles of self-care? How does communication play a role in wellness? During this wellness workshop, participants will have an opportunity to navigate the "Four Agreements" as guides to support decompressing stress and supporting connection. Participants will also have an opportunity to identify ways to reduce stress in daily work-life beyond the workshop on an individual and collective level.

## Exploring Authentic Leadership

Who are you? What are the parts of you that people don't see? During this wellness workshop, participants will have an opportunity to explore their authentic Self as leader. This practice will support the team to deepen the connection to themselves and the larger community as they reveal more of themselves as they navigate life.



# Pricing

## 90 Minute

### Virtual Coaching & Wellness Classes

Our 90-minute virtual sessions provide an opportunity for your team to engage in culturally relevant Healing Centered Coach Training from the comfort of their computer. These interactive trainings provide an opportunity for participants to build coaching skills, engage in powerful community building activities, observe demonstrations and practice with peers.

- 1-20 ppl 1 Trainer \$2000
- 21-50 ppl 2 Trainers \$3000
- 51+ Rates will be negotiated during contracting

## 2 Hour

### In-Person Coaching and Wellness Classes (OAKLAND/DETROIT/NEW YORK - Only)

Our mini in-person coach trainings provide an opportunity for your team to have support from our team of ICF Certified Coaches. During the training participants will have an opportunity to engage in culturally relevant training materials, observe demonstrations, engage in powerful discussion and practice with peers.

- 1-20 ppl 1 Trainer \$3000
- 21 – 30 ppl 2 Trainers \$4500
- 31 – 50 ppl 3 Trainers \$6000

## Full Day

### In-Person Coaching and Wellness Classes

Our full day coach trainings provide an opportunity for your team to have onsite support from our team of ICF Certified Coaches. Throughout the full day training, participants will have an opportunity to review culturally relevant comprehensive training materials, observe demonstrations, engage in powerful discussions and practice with peers. \*Travel and location cost not included.

- 1 – 20 ppl 1Trainer \$8,000 - \$11,000
- 21 – 50 ppl 2 Trainers \$12,000 - \$15,000
- 50+ 3 + Trainers - Starting at \$20,000





# Conductors

BLOOMING WILLOW'S COACHING  
CERTIFICATION PROGRAM

Blooming Willow's Conductors Coaching Certification Program, is designed for students interested in developing strong culturally relevant coaching skills to support growth and healing in communities while earning their coaching certification. The program focuses on deepening students' coaching facilitation in key areas including; inviting presence, supporting safety, developing client centered goals, visioning, challenging limiting beliefs, and supporting healing centered action that promotes sustainable change.

This program is an Accredited ACSTH / Level 1 International Coaching Federation (ICF) Program, and graduates of this program are certified as coaches by the ICF. The ICF serves as the governing body for quality standards and ethics for coaching throughout the world and Alumni from this program are eligible to join ICF and apply for advance credentialing beyond graduation including their ACC, PCC and MCC. Students can learn more about the ICF at: <https://coachingfederation.org>

The Conductors Community Coaching Certification Program is facilitated by a powerful group of International Coaching Federation Accredited Certified Coaches from around the world who have experience facilitating coaching in communities of color.

\*Please note that at this time the program is only available in English.

**Cost:** \$6,500 Payment Plans Available

**Ideal Applicants:** BIPOC Folks and White Folks Committed to Social Change for Communities of Color

**Max- 20 Per Cohort**

For questions regarding the program, visit, [www.bloomingwillow.com](http://www.bloomingwillow.com) or please contact, [admin@bloomingwillow.com](mailto:admin@bloomingwillow.com)

## BLOOMING WILLOW CONTACT INFORMATION

Name	Role	Email
Leslie Avant-Brown	CEO	<a href="mailto:Leslie@bloomingwillow.com">Leslie@bloomingwillow.com</a>
	Admin Coordinator	<a href="mailto:Admin@bloomingwillow.com">Admin@bloomingwillow.com</a>



# LESLIE AVANT-BROWN, MPA, MCC

CHIEF EXECUTIVE OFFICER  
BLOOMING WILLOW  
COACHING

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"WHAT BROUGHT ME TO THE FIELD OF COACHING WAS THE IDEA OF SUPPORTING DEEP CHANGE WHILE ALIGNING MY STRENGTHS TO SUPPORT CHANGEMAKERS."



Master Certified Coach, Leslie Avant-Brown is an innovator, facilitator, coach and thought leader within movement work. Her relentless desire to fuel systems change in support of vulnerable communities has changed the fabric of this work. With her down to earth demeanor, she brings a unique mix of laughter, curiosity, healing, creativity and strategy to support Changemakers – those who are designing innovative strategies that benefit future generations. She believes that moving beyond traditional leadership approaches will revolutionize the way that people work and thrive. "I have dedicated my life to supporting Changemakers to grow and heal as they design strategies and systems that support liberation. I do this because I know, what we plant today will bloom tomorrow."

Leslie serves as CEO at her firm Blooming Willow Coaching, a culturally relevant Healing Centered Coaching practice that allows her to partner with individuals, organizations, foundations and businesses. Her specialization areas include "all things" coaching including: one-on-one and group coaching, training, and designing sustainable systems that imbed a coaching approach. Through her firm, she also runs the Conductors Community Coaching Certification Program an International Coaching Federation Accredited Certification Program geared towards BIPOC Changemakers and White Changemakers committed to serving BIPOC communities with Healing Centered Coaching.

Prior to opening up her own firm, she served as the Director of Coaching at Beyond Emancipation, where her CCRW Coaching Model (focused on foster and probation youth) received the notorious International Coaching Federation Prism Award Honorable Mention (Coming 2nd only to Coca-Cola Russia) for its innovative design supporting culture change. She went on to support the development of an ICF Accredited, Community Coaching Certification Program at Leadership that Works, the first of its kind. Through this pioneering effort, she certified over 100 coaches in this new community accreditation, radically shifting how communities are supported through coaching. At Leadership that Works she also served as the International Program Director, where she supported the development, implementation and facilitation of cutting-edge coaching programs that supported value-driven transformation in India, Europe and the United States.

Leslie has a background in capacity building, training, program development and evaluation. Throughout her career her focus has been on support leadership development for Changemakers interested in supporting liberation for all. Leslie received her professional coaching certification through Leadership that Works in 2007 and holds a Master of Public Administration from the University of Michigan. In 2020, she earned her MCC (Master Certified Coach) credential, earning her entry into an elite group of coaches around the world that demonstrate mastery in both coaching ethics and standards for the field. In her free time, Leslie enjoys finding new adventures, spending time with her wife, belly laughing, eating delicious food and of course creating!

# Meet Our Team



**# DEEPENING  
ROOTS.SUPPORTING CHANGE**

[WWW.BLOOMINGWILLOW.COM](http://WWW.BLOOMINGWILLOW.COM)