

HOW 1:1 COACHING PROPELLED SARAH'S INTO A PROMOTION!



CASE STUDY OVERVIEW

Sarah is one of our favorite changemakers with unmatched resilience and a natural talent. Her boots are made for walkin', but they didn't do too much talkin'. Almost a year ago, she was stuck dealing with impostor syndrome during a pivotal moment in her career. With everything moving so quickly, she felt like she was in a mid-career crisis and was operating in reactive mode.

After connecting with Society's Bedrock, she said *"our community needs change bigger than my skills can produce..."* On top of landing a huge unrestricted grant, she was dealing with losing her boss and in the running for a vacant Sponsorships VP position.

OBSTACLES

As a forward-thinking leader, she connect with us to coach her through this transition and gain buy-in from her team. Seeing Sarah as a high-achiever, we worked with her board to solidify a vision for the impact of her role. Sarah was able to breathe and *"focus on herself for once in her life..."*

Through our weekly journey it was amazing to see her confidence improving with tweaks to her personal online brand, filling for team's gap in skills to land opportunities, and silencing the resistance to changes. Learn more about Sarah's quick 3-month transformation below!



APPROACH

1. **Clifton Strength Assessment** review and a roadmap to desired professional life. Using our analysis we map out her strengths/opportunities while juggling career aspirations with the day-to-day.
2. We hosted **Weekly Meetings** to strengthen her ability to get from A to B between and broke down strategy into a work plan of bit-sized tasks.
3. Helped Sarah **implement a new communication channel and editorial calendar** to be added to her current job description furthering her skill-set for the promotion.
4. Support Sarah's ambitions by **ghostwriting communications, copy editing**, and tapping into our network of other expert support.
5. **Provide customized templates** for communications, task delegation, and career transition.

RESULTS

Career Transition Roadmap & LinkedIn Domination

- Sarah built an impactful personal and professional brand using success stories from the approach. We rebranded her resume and updated LinkedIn, shifting her to industry leader and problem-solver.
- Changed observable behaviors and mindsets to exude confidence in herself, her team, and the vision.

Increased Revenue Growth & Marketing

- Sarah said the new calendar and channel helped to "attracted 200% more newsletter clicks and website visits to yield online leads" and her first time published as thought leader in marketing and fundraising.
- Within 60 days, she landed three major consulting clients and two were with existing partners!
- Within 45 days, she secured two paid speaking engagements and an executive consulting contract adding another revenue line to her nonprofit income.

Better Communication & Community

- Created a built in system for delegation and communication with SB and better utilized the skills and ambitions of her time.
- Team and partners reported increased clarity, motivation, and shared responsibility. 50% of stakeholders became more active contributors — not just passive allies.

These successes gave Sarah what she needed to ask for the promotion. And she got it! Congrats Sarah and we look forward to witnessing your greatness!