COACHING B CONSULTING

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BIO

Belma González of B Coaching and Consulting learned of the Civil Rights, Black Power and Chicano Movimientos while watching the news on TV as a working class, latchkey kid in San José, California. This led to participating in anti-war demonstrations in middle school and school walkouts for "ethnic studies" curriculum in high school, and going door-to-door to register people to vote before *she* was old enough to do so. She has remained passionate about furthering equity and liberation throughout her life.

In 2005, Belma became one of the first people of color from the social justice sector to become a "certified coach." Belma believes coaching with an awareness of systemic oppression and a commitment to equity and liberation (one-to-one coaching, team coaching *and* providing training in coaching skills) can support personal growth, self-awareness and healing, leadership enhancement, change management, emotional-physical-spiritual balance, and unlearning/unearthing white supremacy norms – all ultimately to live more purposefully and to support liberation.

She is a founding member of the With/In Collaborative, until recently was a faculty member with Leadership that Works, is a core associate with RoadMap Consulting, and a vetted member of more than 15 coaching "pools" for numerous leadership programs, including the Nexus Fellowship, Rockwood Leadership Institute, and programs associated with CompassPoint Nonprofit Services, UCSF's HealthForce and Haas, Jr. Fund's Flexible Leadership Awards. She has coached hundreds of clients from the social justice, nonprofit and philanthropic sectors.

Prior to becoming a coach, Belma worked in nonprofits for 26 years, including a community-based women's clinic and a leadership program for women's health leaders (primarily women of color). She holds a Professional Certified Coach credential through the International Coach Federation and a BA from San Francisco State University.

Belma is a Chicana / Latina / Pocha with light skin privilege who is a cis-gendered woman and she uses she/her pronouns. She is straight and a baby boomer who was raised working class and is now middle/owning class. Belma is California-born and raised, with ancestral roots in the borderlands of what is now called southern New México and México. She lives with her musician husband and their rascally dogs in Oakland, California, on land that is the territory of the Huichin Ohlone and their descendants, the Muwekma Ohlone. Belma loves live music, dancing, singing, water coloring, gardening, hiking and Pilates – all practiced inconsistently (while working to accept her imperfect humanity). Most proudly and importantly, she is the Madrina of six godchildren: Oni Rabiah, Marya Imani, Olivia Sophia, Avery Madelyn, Diego Elias and Carter Xochi. They are her inspiration for all that she does.