

About

Innovative and customized change and enterprise support to teams, businesses and educational institutions, and group and executive coaching to people navigating personal and professional change.

With this collective expertise, I and my change teams develop and deliver B2B solutions like custom assets and activations. Because navigating change and communicating change go hand in hand--tailored for whether you're a small business representing your brand, or a government agency conveying impactful technology, program or process changes.

Differentiators

- **High demand for my proprietary eIT™ change modality**, and signature frameworks:
 - eIT™ - My unique 1:1 IT change management practice
 - RTO: Return to Office™ - Changing the attitudes and behaviors toward hybrid and on site work. Highlights creativity and ideation, exchange of information, and in-person relationship-building
 - Surviving the C.R.A.S.H.™ - Targeting workplace wellness, employee retention, elevated stress
 - “Mineful” MetaTation™ - Sensory-based reinforcement exercises
- Custom deliverables that include:
 - Syllabus, proprietary books and activities
 - Individual assessments for reinforcement, stakeholder feedback, and measurable success
 - CRM utilization for segmented engagement
- Authored two workbooks for youth, and adults, which help youth and families navigate change and identify underlying grief
- My proprietary grief- trauma- and culture-informed change solutions have been **featured in/on The Boston Globe, ESSENCE, Forbes, FOX and more.**

Past Performance

Notable Clients

MARYLAND DEPARTMENT OF LABOR

Professional Outplacement Assistance Center

DC OFFICE OF SMALL & LOCAL BUSINESS DEVELOPMENT

Office of Innovation and Equitable Development

TRINITY WASHINGTON UNIVERSITY

The Trinity Institute, professional development

COMMUNITY COLLEGE OF BALTIMORE COUNTY

Marketing and Communications

DEPT OF HEALTH AND HUMAN SERVICES

Government Leaders of Tomorrow Program

Capability Statement


The Change Coach!©


UE ID: ZQZYZQUA5PQ6

MBE/DBE/SBE (Maryland)

Contact

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 Based in Baltimore/DC Metro,
Serving the World

Core Competencies

- Change Management and Change Communications
- eIT™ Change Management Modalities
- Digital Products and Services
- Professional Development: Leadership, DEI in Leadership, Entrepreneurship, Intrapreneurship
- Social and Emotional (SEL) Competencies

NAICS Codes

541611

- General Management/Consulting

624190

- Other Individual/Family Services
- Marriage Counseling Services



Past Performance, Overview

Maryland Department of Labor, Professional Outplacement Assistance Center, 2022, 2023.

Developed five training models on the topics of business development, organizational intrapreneurship, and marketing strategy, for two cohorts of executive and senior professionals.

DC Office Small and Local Business Development, 2021. Cohort trainer and workshop facilitator. Worked with program participants on aligning their skill sets to paths for entrepreneurship, and provided coaching on business plan development and sales pitches. Helped nearly two dozen returning citizens avoid long-term unemployment with successful business startups.

WSSC Water, 2017-2020. OCM and release communications, program and project management. Developed the communication plans and schedules for upcoming releases, outage notifications, business unit communications and training. Liaised between IT, the Strategy and Innovation Office, the Communications and Community Relations department and the Customer Service department to ensure that all messages to internal and external stakeholders are aligned.

The Trinity Institute at Trinity Washington University, 2011-2014. Professional development and continuing education courses and workshops for faculty and staff. Specialties in DEI, cross-cultural considerations in inclusive leadership, conflict resolution, interpersonal communication, strategic and persuasive strategy.

Synfuels Americas, 2016. Developed and facilitated the DEI program and standard operating procedures for this international energy company to guide corporate culture, standardizing procedures and internal communication across 12 different training models. Successfully blended the work and management styles of the China and US offices.

Community College of Baltimore County and Maryland Department of Labor, 2015. A member of the communications team to boost the visibility of the partnership with CCBC and the Maryland Department of Labor for their workforce pipeline. Secured media coverage across the Washington D.C. and Baltimore metropolitan areas.

DC Children and Youth Investment Trust Corporation, 2013. Won and led the contract to evaluate Washington middle school extended day learning programs. Conducted quarterly interceptor interviews and surveys from students, parents, faculty and staff, and moderated focus groups to gauge accessibility of programs, and measure program performance in the underrepresented communities known as Wards 7 and 8.

Department of Health and Human Services, 2011, 2012. Professional development training and coaching to over 200 government professionals and student interns in the federal government Pathways and Government Leaders of Tomorrow programs looking to align their work styles to positions.

Ford Motor Company, 2010. Account manager for the Ford Soul Expedition campaign, urban marketing campaign. Secured brand partnerships and endorsements across the Washington D.C. and Baltimore metro areas, developing a rapport with more than 300+ brands and media outlets.

