



**COACH      TRAINER      SPEAKER      ADVOCATE**

## CAPABILITY STATEMENT

Coach Nic DC is based in the historic Eastern Market corridor of Washington D.C. We have a passion for improving performance results of entrepreneurs, corporate executives, government executives and the people that they employ. This passion also extends to nonprofits and government agencies that are looking to improve the performance of their executive team, divisional managers, and line-level professional staff.

**DUNS #: 117448785**

• CBE Certified:  
**LSZ25455062023**

• Member of BEMA (Black Emergency Management Association)

• Member of NVBCC (Northern Virginia Black Chamber of Commerce)

• Purchase Card Accepted

• Credit Cards Accepted

• Direct Deposits Accepted

• Wire Transfers Accepted

## CORE COMPENTENCIES

### Small Businesses: Coaching| Training| Talks

#### Coaching

- Business Continuity
- Sales Systems
- Marketing Systems
- Business Operations
- Financial Systems
- Business Plan Coaching

#### Training

- Business Operations Gap Management
- P.R.O.F.I.T. Selling
- Small Business Analytics
- Accessorizing: Growing Your Profit Margins
- Marketing Gap Management
- Financial Gap Management
- Sales Gap Management

#### Inspirational Talks

- The Plan is the Boss
- Non-Profits Can Make Money Too
- Your Gift Will Make Room in the Marketplace
- The Unprofitable Entrepreneur
- The Unprofitable Employee

## NAICS

• 541611 Business management and start-up consulting services

• 541614 Inventory planning and control management consulting services

• 541614 Productivity improvement consulting services

• 611430 Professional & management development training

• 541618 Other management consulting services

• 541613 Marketing consulting services

### Government and Corporations: Coaching| Training| Talks

#### Performance Coaching

- Executive Coaching
- Customer Satisfaction
- Performance Gap Management for Employees and Managers
- Business Rhythm

#### Training

- CSAT Gap Management
- Performance Gap Management for Employees and Managers
- Professional and Management Development
- Business Rhythm
- Employee Gap Management

#### Inspirational Talks

- The Plan is the Boss
- Non-Profits Can Make Money Too
- Your Gift Will Make Room in the Workplace
- The Unprofitable Employee
- The Unprofitable Leader

Coach Nic DC

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COACH

TRAINER

SPEAKER

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## **Highlights of Coach Nic DC's Small Business Impact and Performance**

### **Executive Coaching & Training, Bright Start Early Care and Preschool Inc. – October 2020 - Ongoing**

Providing coaching and training sessions for Client's leadership team covering the following:

- Job Performance Gap Management for improving individual employee's score and overall score for each childcare center
- Training management on effective 1 on 1 coaching of employees
- Coach CEO on holding leadership team accountable for employee performance results
- Enhancing Client's employee performance management system
- Identifying and troubleshooting root causes for underperforming team results
- Getting CEO and leadership staff to take responsibility for their contribution for problems
- Working with the Client to create and implement solutions and action plan for turning results around
- Analyzing weekly and month to date performance results
- Working with Client to create and implement performance metrics, marketing distribution channels (including social media), marketing solutions and action plan for turning results around

### **WeWork Labs Coaching Series – April 2021: May 2021**

Conducted a 4-part small business coaching series on core business operating systems with We Work Labs, a global digital platform designed to support small businesses and start-ups. In this series, I was able to address the 12 core business operating systems of my coaching process covering sales, marketing, operations, and finance to small business owners across the globe from India to Britain to right in DC.

### **DISTRICT CONNECT 2020 Contracting Expo – Keynote Speaker**

• **D.C. Dept. of Small, Local, Business Department (DSLBD)** – Gave keynote address for all Certified Business Enterprises (CBEs), other District businesses and residents exploring entrepreneurship attending District Connect 2020. The theme was *Pivot, Survive and Thrive* during COVID-19. | **Period of Performance:** November 18, 2020 – 1 hour

### **CBE and D.C. Small Business Coaching Series – September 2020: October 2020**

• **D.C. Dept. of Small, Local, Business Department (DSLBD)** – Conducting an ongoing 4-week small business coaching series on behalf of DSLBD for CBE and D.C. based businesses resulting in proper development and implementation of core operating systems for growing revenue, cash flow and profit margins.

### **COVID-19 Business Continuity Coaching**

• **H Street Main Street** – Provide needs assessment and adaptability action plan via 1 on 1 coaching to assist small businesses in the H Street business corridor to develop troubleshooting revenue strategies to keep their businesses afloat during the COVID-19 pandemic. **Period of Performance:** September 2020 – Ongoing

### **WorkBaltimore Expo – Keynote Speaker**

• **Baltimore City Department of Human Resources** - Conducted 2 entrepreneurship inspirational talks for career professionals seeking entrepreneurship as a viable career option. **Period of Performance:** September 2018 (2 days)

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