



COACH TRAINER SPEAKER ADVOCATE

CAPABILITY STATEMENT

Coach Nic DC is based in the historic Navy Yard corridor of Washington D.C. We have a passion for improving performance results of entrepreneurs 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.

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

Government and Corporations: Coaching| Training| Talks

Performance Coaching

- Executive Coaching
- Customer Satisfaction
- Employee Performance Management

Training

- CSAT Gap Management
- 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

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

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

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Coach Nic DC

100 M Street, SE Suite 600 | Washington, DC 20003 | Contact: Coach Nic | Phone: (202) 749-8601 | Direct (202) 417-8172

E-mail: coachnic@coachnicdc.com | Website: CoachNicDC.com





Highlights of Coach Nic DC’s Small Business Impact and Performance

DISTRICT CONNECT 2020: DC's Small Business 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

Results: Over 300 Participants were able to gain inspiration, guiding principles and actionable steps that could enhance their business performance amid the COVID-19 pandemic.

Business Systems for Growing Revenue and Profit Margins Coaching Series

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

Period of Performance: September 2020 - Ongoing

Results: Participants have established systems and processes that enhance their business performance in the areas of sales, marketing, operations, and finance.

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

Results: 2 businesses, so far, have new and creative strategies for surviving the COVID-19 pandemic. I received a testimonial video from participant and forwarded to the Co-executive and Executive directors of H Street Main Street.

WorkBaltimore Expo

• **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)

Results: Participants felt confident in pursuing entrepreneurship resulting in participants’ testimonials, in addition to, testimonials from organizers.

Small Business Coaching and Grant Acquisition

• **Karat Cakery/Social Kitchen** – Provides small business coaching in the areas of sales gap management, strategic planning, inventory controls, operational systems, merchandising and internal décor, business plan development, marketing strategic planning and execution, sales training and more.

Period of Performance: April 2016 - Present

Results: Completion of business plan, \$50,000 grant from Great Streets program, façade grant from Uptown Main Street, successful grand opening event, CBE certification, and monthly profitability.

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