

Tru2YouCoaching, LLC. provides executive and leadership coaching, Diversity, Equity & Inclusion training, change management and workshop support services for Fortune 500 companies, military and government organizations, state governments, local municipalities as well as non-profits. As a **Service-Disabled Veteran (SDVOSB) and Economically Disadvantaged Woman-Owned Small Business (EDWOSB)**, with **SB** and **DVBE** Certifications, Tru2YouCoaching is a highly respected, service-oriented business committed to excellence, tailoring its services to improve its customers' performance for their best return on investment.

CORE CAPABILITIES

- Executive and leadership coaching for senior leaders, managers/supervisors, military service members and Veterans.
- Change Management incorporating ADKAR model to manage the people side of change. PROSCI trained experts.
- Diversity, Equity & Inclusion. Licensed trainers.
- Leadership workshops for senior leaders, middle managers/supervisors and emerging leaders.

PAST PERFORMANCE/CLIENTS SUPPORTED

- BetterUp -one-on-one leadership and performance coaching for employees at Fortune 500, military and government agencies as well as non-profits.
- Department of Defense (DoD)- Personal Development and Leadership Coaching Programs- Defense Executive Leadership Development Program (ELDP) & Defense Civilian Emerging Leader Program (DCELP) one-on-one leadership coaching.
- The Honor Foundation - U.S. Special Operation Forces (SOF) and their enablers.

DIFFERENTIATORS

- Successfully delivering transformative processes to help shift levels of awareness and leadership ability using a customized evidence-based approach.
- Advanced degrees, multiple coaching certifications to include:
 - Stakeholder Centered Coach Certification, Marshall Goldsmith
 - Associate Certified Coach (ACC), International Coaching Federation (ICF)
- Change Management:
 - Certified Change Practitioner (Prosci)®
- Diversity, Equity & Inclusion:
 - Licensed trainer, Empowered Living
- Personality and Leadership tools to include:
 - Myers-Briggs Type Indicator® (MBTI®)
 - 360 degree Feedback
 - Energy Leadership Index Practitioner
- Experience in federal, state government and local municipalities

UNSPSC CODES

80172103- Change Management Communication & Advisory Services
 86132000- Management Education & Training Services
 86132001- Management Education & Training – Executive Coaching
 86132200- Educational Support Services
 86132100- Training, Planning, Facilitation and Delivery Services
 86132101- Training, Planning, Facilitation and Delivery Services - Training Facilitation

NAICS CODES

611430-Professional and Management Development Training
 561499-All Other Business Support Services
 541618-Other Management Consulting Services
 541611-Administrative Management & General Management Consulting Services
 541219-Other Accounting Services

SIC CODES

8742-Management Consulting Service
 8748-Business Consulting Services, Not Elsewhere Classified

GENERAL INFORMATION

Doing Business Since	2017
State of Incorporation	California
Corporation Type	LLC
DUNS Number	080744638
Unique Entity ID	T3YWEFDSHYT1
Cage Code	97N12
E-Verify Company	Yes

CERTIFICATIONS

SB	#2029930	DGS, California
DVBE	#2029930	DGS, California