

DAISY JONES-BROWN

BORN BEAUTIFUL, LLC

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CAPABILITY STATEMENT

ABOUT US:

Born Beautiful, LLC specializes in workforce resiliency, leadership development, violence prevention integration, and transition readiness for federal agencies and mission-driven organizations. With more than 30 years of federal, military, and community leadership experience, we deliver competent, evidence-based, and results-driven solutions that strengthen leaders, enhance workforce well-being, and support organizational effectiveness.

We support agencies in reducing workplace risk, improving workforce development and employee well-being, designing and facilitating resiliency and prevention programs, and guiding federal leaders through strategic career and transition pathways that translate their expertise into sustainable, mission-aligned income opportunities.

DIFFERENTIATORS:

- **Proven Federal & Military Expertise** – 30+ years across DOJ, U.S. Air Force, and community-based systems
- **Recognized Resiliency Leader** – Led the development of one of the first Air Force Resiliency/Welcome Centers
- **Licensed Professional Counselor & Trainer** – Deep expertise in trauma-informed leadership and workforce well-being and violence prevention.
- **Program Innovator** – Creator of the B.O.S.S. Life Design leadership and resiliency framework ant the Power Pivot Transition/Business Method
- **AI-enabled productivity and workflow training:** Delivered through vetted subcontracting partners under Born Beautiful, LLC.

COMPANY DATA:

UEI: W5WVCGV22Z25 CAGE: 89JT0

NAICS CODES: 541611, 611430, 611710, 621112

SERVICE-DISABLED VETERAN-OWNED CERTIFIED

VETERAN-OWNED CERTIFIED

WOSB CERTIFIED

CORE COMPETENCIES:

Leadership Development & Workforce Resiliency

- Leadership training for senior leaders and frontline managers
- Workforce resiliency and well-being programs
- Change, transition, and uncertainty readiness training
- Trauma-informed leadership and organizational culture

Training, Coaching & Program Delivery

- Instructor-led training workshops (virtual & in-person)
- Executive and group coaching for clients
- Curriculum design and facilitation
- Installation led resiliency and leadership programs

Federal Program & Grant Expertise

- Grant and program management (DOJ @ OVW)
- Compliance, monitoring, and technical assistance
- Policy-to-practice implementation

Emotional Intelligence & Modern Workforce Development

- Emotional Intelligence–Based Leadership Training
  - Training leaders to strengthen self-awareness, self-regulation, empathy, and decision-making under pressure.
- Certified Emotional Intelligence Assessments
  - Administration and interpretation of validated emotional intelligence assessments to support leadership development, team effectiveness, and workforce readiness.

PAST PERFORMANCE:

- **U.S. Department of Justice – Office on Violence Against Women (OVW)**
  - Provided national-level policy advising, grant and program management, and leadership, compliance, and capacity-building training for a $30M+ federal grant portfolio. Delivered recurring technical assistance and training to 50+ grantees nationwide, strengthening program execution, leadership capability, and regulatory compliance.
- **Resiliency, Violence Prevention, Leadership - U.S. Air Force**
  - Designed, facilitated, and led enterprise-wide prevention, resiliency, and leadership training serving 3,000+ military and civilian personnel annually over a multi-year period. Programs contributed to improved readiness, leadership engagement, and workforce resilience across operational units.
- **Education Services Officer – U.S. Air Force**
  - Directed workforce education and professional development programs supporting 5,000+ service members, including leadership team oversight, curriculum design, facilitation, and large-scale program execution aligned with organizational readiness goals.
- **Community, Nonprofit & Cross-Sector Training Partners**
  - Delivered trauma-informed leadership, resiliency, and workforce development training for community-based organizations, crisis response teams, and prevention-focused entities. Facilitated workshops, leadership cohorts, and train-the-trainer programs supporting sustained organizational capacity.