

**Contact:**

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# CAPABILITY STATEMENT



## Communication    Change Management    Outcome-Driven Training

**Communication Strategy and Planning, Research, Consulting, Leadership Training, Coaching, Recruitment**

**1) Strategic Communication Consulting** – We help you understand the environment you are communicating in, the risks of communication, who you are communicating to, what they care about, and help you develop implementation plans with outcome metrics.

**2) Change Management Consulting** – We research organizations to determine what changes need to be made to improve service quality. We provide consulting, leadership training, and action plans which shine a light on what is possible, versus impossible, in your organization. When change impacts staffing, we support our clients by helping them recruit staff that is culturally aligned with organizational goals.

**3) Outcome-Driven Training** – We create fully customized training and coaching programs to develop strong, outcome-driven teams.

### SELECT CLIENTS:

**Nevada Division of Public and Behavioral Health (Office of HIV/AIDS/SAPTA),  
City of Carson City – Carson City Public Library, Vitality Unlimited,  
Community Health Alliance, Chargerback, Inc., Barton Center for Orthopedics**

**WHY US: All Consultants are Master’s Degree Level + and Have Worked in the Public Sector**

#### Company History:

Established in 2009 as Hansen Marketing Communications, became What Works Coaching in 2011 (both sole proprietorships), What Works Consultants, Inc. formed as an S-Corp in 2018.

**DUNS:** 081304413 ~ **CAGE Code:** 850K7

#### NAICS codes:

- 541613** – Marketing Consulting Services
- 541618** – Other Management Consulting Services
- 541611** – Human Resources Consulting Services
- 54161** – Management Consulting Services

**Certified as Nevada Tier  
1 Local Emerging Small  
Business (ESB),  
Certified Woman-  
Owned Business**

