



1185 Avenue of The Americas, 3rd Floor
NY NY 10036

CAPABILITY STATEMENT

Award winning certified Minority and Women-owned business launched in 2013. For Almost 10 Years, we have been helping businesses and individuals grow, sustain and transform, whatever it takes to embrace their future and ENCOUNTER their potential.

We work at the intersection of Marketing and Diversity, connecting goals to desired outcomes to create and implement strategies that move the business needle.

Diversity, Equity, Inclusion and Belonging is at the heart of everything we do - uniquely **POWERED** by our sales and marketing expertise. We are a curated team of Marketing and Diversity experts accessible when you need us. We provide the pros that best match your needs based on your project deliverables and timelines.

We work across the global economy and can parachute into your organization to quickly deliver results. **Our clients are just as committed as we are about diversity. They are also remarkably diverse: large and small, private and public, for-profit and nonprofit.** We enjoy working on an ongoing basis with clients, allowing us to develop a deeper understanding of our clients' needs, goals, and challenges, so we can provide more tailored and effective solutions helping to Encounter Their Potential.

AREAS OF EXPERTISE

Diversity, Equity, Inclusion, Belonging

- ✓ Audits & Assessments, Strategy Recommendations + Implementation
- ✓ Program Management & Project Management
- ✓ Leader + Employee Training, Learning & Development including Individual + Group Coaching
- ✓ Employee Resource Group Formation, Coaching, Advisory
- ✓ Advisory Support to Leadership Teams, Executive Boards, DEI Councils

Inclusive Marketing and Communications

- ✓ DEI Communications Strategy & Support
- ✓ Brand Messaging & Digital Marketing Strategy
- ✓ Policy and Inclusive Human Resources Language Audit and Optimization
- ✓ Marketing Packaging and Positioning of DEIB Efforts to Internal and External Stakeholders
- ✓ Thought Leadership & Personal Branding

Public Sector Partners



Private Sector Clients



NIGP Codes

91823 - Communications: Public Relations Consulting
91872 - Marketing Consulting
96145 - Marketing Services
91800 - Consulting Services
91821 - Business Consulting, Small
91841 - Education and Training Consulting
91860 - Human Relations Consulting
91862 - Human Resources Consulting
91875 - Minority and Small Business Consulting
91880 - Personnel/Employment Consulting
95605 - Business Research Services
95816 - Business Management Services

NAICS Codes

541613 - Marketing Consulting Services
541618 - Other Management Consulting Services
541612 - Human Resources Consulting Services
541890 - Other Services Related to Advertising
541430 - Graphic Design Services

Certifications



FIRM'S AUTHORIZED REPRESENTATIVE

Sandra Garcia

Founder and CEO
Intersectional Marketing &
Diversity & Inclusion Consultant

(212) 810-0807
Sandra@EncounterYourPotential.com
www.EncounterYourPotential.com

