

CAPABILITY STATEMENT

Core Competencies

Workshops with a focus on communication, with applications to client loyalty, customer service, employee engagement, productivity, and professionalism.

Poor communication is a business liability, because it threatens brand, productivity, and revenue.

Our workshops help companies turn communication into a valuable asset.

Each highly interactive workshop allows time for peer discussion and relevant skills application.

Our workshops have been developed by Kathy Serenko, whose corporate career includes key positions in course design, facilitation, communications strategy, and industry writing. Her articles have been published by Forbes and several other national and regional publications.

Differentiators

Our interactive training includes peer discussion and relevant skills application, making it easy for participants to turn learning into action.

We help companies optimize communication skills to enhance every aspect of the employment cycle:

- marketing content for recruitment and sales
- improving employee engagement and workplace dynamics
- integrating AI into business communications
- styling for impact, with a focus on grammar, editing, and proofreading
- writing clear, actionable, professional emails
- other customized content

Workshops can be delivered in person or virtually; all virtual training retains a high level of interaction and skills application.

Addressing Employee Engagement Concerns

In response to the growing employer concern of limited employee engagement, we have developed a unique workshop that is ideal for career readiness, onboarding, early-stage professionals and tenured employees with limited business training.



Legal Name: Your Selling Point LLC
(Products marketed as Create-a-Buzz Workshops)

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Company Information

EIN: 93-4670922

UIE: D7XECY1C95U5 **DUNS:** 080525088

NAICS: 611430
Professional & Management
Development Training

Certifications

WBE, certified by WBENC, #30667, Expires 3/11/25

DBE, certified by PA Unified Certification Program

Dept of General Services, Commonwealth of PA

- Contract for commodity Codes ITQ-82 and SDB-ITQ-331: Personnel Training
- Certified Small Business
#555319-2023-05-SB; Expires; 5/01/2025
- Certified Small Diverse Business
55319202305-SDB-W; Expires; 5/1/2025

Past Performance

- Air Force National Guard, 171st Air Refueling Wing: "Integration of AI into Business Communications" workshop for 30 officers and enlisted individuals.
- Armstrong Group (2,300 employees nationwide): "Professional Email" workshop for 110 employees.
- Carpenter's Union (one of largest US trade unions): "Integration of AI into Business Communications" workshop for 30 regional leaders.
- Pittsburgh Human Resources Association: "Integration of AI into Business Communications" for 45 HR professionals.
- Point Park University: "Engage & Excel" workshop for 20 student interns.
- Professionals from a variety of companies: "Writing to Market and Sell"
- Examples of other clients:
 - Bayer Center for Non Profits
 - CCAC Workforce Development
 - Duquesne University SBDC
 - Pittsburgh Area Airport Chamber
 - Professional Services Marketing Assn