

# CAPABILITY STATEMENT

## Core Competencies

**Learning experiences that improve business outcomes by changing employee behaviors.**

Create-a-Buzz learning experiences equip employees with the skills and processes to communicate, collaborate, and lead more effectively.

The workshops are developed and delivered by Kathy Serenko, whose corporate experience includes key positions in course design and facilitation with Capital One and Compass Bancshares; communication strategy and public relations with FNB Corporation; and industry writing for Forbes BrandVoice.

## Targeted Skills

**Content customized for your industry and business objectives:**

- clear and concise messaging
- collaboration
- cross-generation communication
- fundamental writing skills
- employee engagement
- generative AI
- leading with empathy
- presentations
- professional communications
- sales strategies
- supervisor skills

## Differentiators

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

- measurable improvements in productivity
- opportunities to reinforce skills
- real-time feedback from a communication expert
- reliable, easily-replicated communication processes
- virtual delivery with high level of engagement

## Speaking Engagements

**Inspiring keynotes about timely workforce topics, customized for your event and industry needs:**

- Turning Communication into a Business Asset
- Building a Communication-Savvy Workforce
- Maximizing the Potential of Age Diversity



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

**Primary Contact:** Kathy Serenko, Owner

**Phone:** 412-629-1159

**Email:** kathy@create-a-buzz.CO

**Website:** create-a-buzz.CO

## Company Information

**EIN:** 93-4670922

**CAGE CODE:** 9WRE7

**UIE:** D7XECY1C95U5

**DUNS:** 080525088

**NAICS:** 611430

Professional & Management Development Training

## Certifications

**WBE,** WBENC, #30667, Expires March 11, 2025

**DBE,** PA UCP, #20964677, Expires June 2025

**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 40 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 190 Council Representatives.
- Central College of PA-Harrisburg: "Fundamentals of Communication" training for numerous workforce development clients.
- Point Park University: "Engage & Excel" workshop for 20 student interns.
- Professionals from a variety of companies: "Sales Strategies."
- Other clients:
  - Bayer Center for Non Profits
  - Commonwealth University of PA
  - Duquesne University SBDC
  - Penn State Beaver, Continuing Ed