



Supplier Diversity Growth Advocate

Bridging the minority certification gap by
creating minority certified sub-
contractors for primes, organizations and
corporations

MBE - DBE - ACDBE - ED/WOSB *Certified*

Supplier Diversity Government Certifications Program



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Government Certification Strategist

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Better Support Tier I, Tier II, Tier III efforts to Drive Success



- Create a large pool of minority-certified subcontractors to support your Tier II program (connecting to primes to diverse sub-contractors)
- Support diverse businesses in the transition from self-certification to 3rd party certifications.



The Changing Business Landscape

- Self-certified subcontractors will be required to be minority certified
- The number of new minority-certified opportunities is expected to increase by 200%
- Certification can be achieved in under 90 days

Programs



THE FOUNDATION

This audit allows for the sub-contractor to review their business documents to see if everything is in place for certification



CERTIFICATION ACCELERATOR

This is a fast pace 1 day or 2-day session(s) instructor led where the sub-contractor is filling out the application line-by-line to be submitted within 7 days of the session



CERTIFICATION SELF PACER

These modules will allow for the sub-contractor to work at their own pace with on-demand modules giving them the guidelines to get certified.



Certifying Subcontractors 1 or 2 Day Accelerator

For those who need the
process to be explained step by
step – this is the best option

- 8 hour workshop going through step by step of the DBE government application & submission
- Creation of Leadership resume & Capability Statement
- Review of virtual/in-person government representative interview
- +6-Live virtual sessions to ask questions & submission check (*after workshop*)

Certifying Subcontractors – Instructor-Led

Ideal for subcontractors who want more hands-on support to complete their certification.

- Review the DBE | MBE | WBE | ACDBE processes & questions
- Business process & setup (LinkedIn, Finances, Professional Presence, Credit...)
- Organizational bidding process overview



Certifying Subcontractors – On-Demand

Perfect for subcontractors to get certified on their own time.

- Allows the user to log in at any time of day to complete the application process
- Course will give user step-by-step instruction on how to get DBE | MBE | WBE | ACDBE certified
- Monthly live 60-minute Q&A sessions



What to expect

- Review & discuss what is needed to become government certified



- Teach and review what a professional presence looks like to gain the attention of the organization
- Review and creation of Leadership Resumes, Capability Statements, LinkedIn Profiles

Financial Projections and Key Metrics

The National Minority Supplier Diversity Council reports that certified MBEs generate:

- \$400 billion in economic output
- Creation or preservation of 2.2 million jobs
- \$49 billion in annual revenue for local, state, and federal tax authorities

And those numbers are steadily increasing.

A supplier diversity commitment **benefits** a company because it...

- Promotes innovation, new products, services, and solutions
- Provides multiple channels from which to procure goods and services
- Drives competition
- Allows a company to take advantage of new opportunities for business expansion of shifting demographic realities
- Mitigate risk supply or service shortage by tapping into the surrounding business community

~A conscious effort to improve diversity in an organization's supply chain will create not only a more robust supplier base for the company, but it will also help fuel growth and strengthen the overall economy~

Certifications | Degrees | Licenses

DUNS#: 080783647

UEI#: MAMLYYETKL49

CAGE Code: 7ZVX5

- Disadvantaged Business Enterprise (DBE) in 30 States
- Minority Business Enterprise (MBE)
- Historically Underutilized Business (HUB), State of NC
- Small Business Enterprise (SBE), NC DOT
- Small Professional Services Firm (SPSF), NC DOT
- EDWOSB/WOSB
- 8a – pending
- Bachelors Degree – Human Resource Management
- Masters Degree – Human Resource Management (2021)
- Masters Degree – Leadership Studies (2021)
- Women's Leadership Studies Certification
- Grant Writing & Nonprofit Funding Certified
- Professional Certified Life Coach – International Coach Federation (ICF)

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- A photograph of a woman with long dark hair, wearing a grey blazer and purple pants, standing and speaking into a microphone. She is holding a clipboard. In front of her, a group of people are seated in a meeting room with large windows. The room has a modern feel with orange and white chairs. The image is partially obscured by a yellow diagonal overlay on the right side.
- 541611 Administrative Management & General Management Consulting
 - 611430 Professional & Management Development Services
 - 541618 Other Management Consulting Services
 - 541720 Business Research & Development Services
 - 611710 Educational Curriculum Development Services
 - 921190 Other General Government Support
 - 561110 Executive Management Services
 - 8610 Vocational Training
 - 8613 Specialized Educational Services
 - 8612 Educational Institutions
 - 8010 Management Advisory Services
 - 8010 Human Resources Services
 - 8016 Business Administration Services
 - 561311 Employment Placement Agencies
 - 561312 Executive Placement Services
 - 561320 Temporary Help Services
 - 561330 Professional Employer Organizations
 - 561720 Janitorial Services
 - 621999 Miscellaneous Ambulatory Healthcare Services
 - 541990 Professional, Scientific, & Technical Services
 - 624230 Emergency And Other Relief Services



Diversity & Leadership Growth Advocate

Creating opportunities for small, medium & large organizations

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CAGE Code: 7ZVX5

DUNS#: 080783647

UEI#: MAMLYETKL49

Human Capital, DEI, Leadership & Consulting Solutions

LENS Consulting Firm, LLC is a certified woman, minority-owned, small, disadvantaged business enterprise, with **20+ years** of experience specializing in guiding organizations & individuals to transition to the next level of business success. We also help to create bridges with small businesses, government departments and large corporations to obtain government certifications so both the prime and the sub-contractor can benefit from the many contract opportunities being offered.

CLIENTS & PARTNERS



ADVANTAGES

Teena Piccione · 1st
C-Suite Executive | Global Transformation & Operations Executive at Google | DEI Champion | Founding Member CHIEF | Board of Advisors Kenan Institute | Digital Transformation Advisor to State of NC: 5G, Cloud, Cyber

Training

★★★★★ 5.0 · August 25, 2022

Michelle was extraordinary! She actively listened, addressed all my needs and delivered above my expectations!!

Kenneth Mayes, MBA, SHRM-CP, CDR · 1st
Employer Relations Navigator | CEO TM Consulting Group, LLC. | NCSHRM Military Liaison | DEIA Advocate and Influencer

Career Development Coaching

★★★★★ 5.0 · August 25, 2022

Michelle is a very experienced, professional who is a subject matter expert in her craft. Her influence has resulted in me achieving my entrepreneurial goals and developing a true understanding of how to leverage my professional occupation to assist others. If you are seeking a professional that possesses a comprehensive business acumen, Michelle is my top recommendation.

EXPERIENCE & CORE COMPETENCIES

- **98% of our clients** have been able to achieve their desired level of **growth 30-60 days** after completing services and programs.
- Managed up to **\$115M** in services & workshops
- Government Certifications Applications Completion Walkthrough
- **LinkedIn** | Resumes | Capability Statements
- **Supplier Diversity** Outreach, Community Engagement & Training
- Curriculum Building/Process/Procedure Management

NAICS | COMMODITY CODES

- **541611** Administrative Management & General Management Consulting
- **611430** Professional & Mgt Development Svcs
- **541720** Business Research & Development Svcs
- **611710** Educational Curriculum Development Svcs
- **561110** Executive Management Services
- **8612/8613** Specialized Educational Institutions
- **8010/8011** Human Management Advisory Svcs



CERTIFICATIONS & DEGREES

- Masters Degree - **Human Resource Management** (2022)
- Masters Degree - **Leadership** Studies (2022)
- Women's Leadership Studies Certification
- Grant Writing & Nonprofit Funding Certified
- **Professional** Certified Life Coach - International Coach Federation (ICF)
- Economically Disadvantaged Women Owned Small Business (**ED/WOSB**)
- Minority Business Enterprises (**MBE**)
- Black Woman-Owned Disadvantaged Business Enterprise (**BWDBE**)
- Disadvantage Business Enterprises (**DBE**)
- Small, Women-owned, and Minority-owned Business (**SWaM**)
- Airport Concession Disadvantaged Business. Enterprise (**ACDBE**)
- Small Professional Services Firm (**SPSF/SBE**), NC DOT
- Historically Underutilized Business (**HUB**)



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Government Certifications Expert
&
LinkedIn Business Growth Strategist

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Capability Statement