



**Woolfolk Enterprises'** technical expertise and capabilities span over 20 years in the public, private and nonprofit sectors. We offer highly skilled professional experience over a number of professional disciplines.

**Our capabilities include:**

**Change Management**

Woolfolk Enterprises has close to 10 years of professional experience in helping organizations navigate change initiatives. This includes the development of organization assessments to analyze and measure change readiness, as well as strategies for stakeholder engagement and adoption. Utilizing various change models to implement a customized framework for change allows us to provide a customized solution for advisory, training and implementation, to help organizations achieve sustainability and increase adoption.

**Strategic Planning**

Woolfolk Enterprises performs strategic planning exercises to assist organizations in aligning their vision and mission, to set the right direction. Our experience affords us the opportunity to assess where organizations are through industry practices, such as SWOT or PESTLE analyses, as well as leading the development of strategic goals and key performance indicators (KPIs), to develop implementation roadmaps and tools for performance tracking.

**Communications**

Our professionals at Woolfolk Enterprises possess over 15 years of communication experience in developing internal and external strategies and messaging and content. Additionally, this experience includes crisis communication planning and change communication. Also, we work with organizations to develop digital communication ads designed for social media campaigns.

## Training

Woolfolk Enterprises is equipped to develop customized training curriculum to advance an organization's desire to increase skills and competencies. Whether virtual or in-person, we offer change management training for managers and supervisors to help leaders better navigate change initiatives. Our professionals focus on upskilling and reskilling, and post-training assessments and ROI measurement.

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<b>Business Type</b>	Small, Minority-owned Business
<b>DUNS#</b>	004195642
<b>NAICS Codes</b>	541611 (Admin Mgmt & General Consulting) 541613 (Marketing Consulting Services) 541618 (Other Management Consulting Services) 611430 (Professional & Mgmt Development Training)
<b>Business Address</b>	9801 Apollo Drive, #7088 Upper Marlboro, MD 20792
<b>Phone</b>	(240) 406-8400
<b>Email</b>	contact@woolfolkenterprises.com
<b>Website</b>	www.woolfolkenterprises.com