

Company Summary

The **B-Squared Global Group** specializes in teaching, training, and development. We are the nation's leading provider of mentorship programs and motivational workshops to government agencies.



Core Competencies

Our 3 lines of business for government agencies and providers are:

1. Leadership & Development

Our leadership and development workshops and training focus on personal growth, professional advancement, workforce solutions, and entrepreneurship development.

A. Career Mentorship & Professional Advancement

Our career mentorship programs, courses, and trainings are designed to help people identify their top strengths, skills, and passions and translate them into professional success. We also provide capacity and skill-building to help students increase their earning potential and pivot into the digital age.

We teach and coach on

- Interviewing & Negotiating
- Public Speaking
- Executive Presence
- Entrepreneurship

B. Sales

We also do high-level sales training workshops for early stage SDRs/BDRs and sales professionals.

We teach and coach on

- Storytelling & Selling
- The psychology of persuasion
- Persuasive writing
- Visual storytelling

2. Ex-Offender Success Training

We offer workforce success training and professional mentorship for people in prison, on parole/probation, and post-release.

We coach ex-offenders on how to

- Thrive on the outside
- Articulate professional value
- Expand executive presence
- Develop natural leadership and selling skills
- Build brands and choose career paths that best align with their top strengths and passions

3. Technology Solutions

We create, develop, and enhance technology, computing, and artificial intelligence solutions to advance people's personal lives and professional careers.

We help with:

Education technology

AI solutions

Mobile applications

Computing solutions

Programming and development

Why Choose Us?

- What makes our trainings different is that our approach *cross-disciplinary*. We leverage our experience as attorneys and professional speakers and principles of the Harvard Law Negotiation Program as well as our careers in sales leadership roles to deliver world-class trainings.
- Our training workshops and seminars are super engaging and leverage real-world scenarios to bring our points to life.
- We are super motivational, which is a big plus considering all the challenges people are facing today. Our programming is not just intellectual and insightful, but also inspirational and help people believe for greater and unlock more of what's already inside of them.
- For ex-offenders, we have the advantage that we have lived experience in the penal system and know first-hand in real-time how to successfully navigate the system and come out a winner.
- For all of our programming, we offer the option for ongoing mentorship and coaching, both 1:1 and group, in addition to workshops and seminars. We have seen that ongoing support and encouragement as well as continuous measurement and accountability is vital to long-term success. We say: Inspiration starts the engine but consistency keeps it going!

Past Performance

- **Department of Veterans Services**
 - **Date of Job:** 06/01/2022
 - Created and delivered a mentorship program for government employees, focused on personal growth, entrepreneurship and professional success.
- **Pandologic**
 - **Date of Job:** 2021 - 2023
 - Led sales development efforts for their mid-market team.
 - Helped them close \$2.5 million in business in 18 months
 - Trained interns on selling, speaking and storytelling
- **University of Cape Town**
 - **Date of Job:** 2020 - 2023
 - Taught Effective Communication for Legal Professionals and Entrepreneurship for Legal Professionals
 - Deliver 7 week training virtually for over 100 students (once a week)
- **CUNY School of Professional Services**
 - **Date of Job:** 04/19/2023
 - Created and delivered a mentorship program for student mentors, focused on personal growth, entrepreneurship and professional success
- **BMCC - CUNY**
 - **Date of Job:** 02/06/2020
 - Created and delivered a mentorship program for student mentors, focused on working with students who had incarceration in their background.

NAICS Codes

611430: Professional and Management Development Training Professional development training
541611: Administrative Management and General Management Consulting Services Site selection consulting services
541612: Human Resources Consulting Services
91800: Consulting Services
91821: Business Consulting, Small
91838: Disadvantage Business Enterprise (DBE) and Historically Underutilized Business(HUB) Consulting Including Technical Assistance
91841: Education and Training Consulting
91875: Minority and Small Business Consulting
91883: Purchasing Consulting

Company Snapshot

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