



# CAPABILITIES STATEMENT



## COMPANY SNAPSHOT

The BE Academy LLC  
222 Wye Moor Ct.  
Queenstown, MD 21658

EIN: 88-2264190  
UEI: LXW7UNYSJPP3  
CAGE CODE: 9HQ86

## POINT OF CONTACT

POC: Shawna D. Payne, MBA, CHC - CEO and Founder  
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## COMPANY OVERVIEW

At The BE Academy LLC, it is our mission to educate, empower and equip everyone we encounter, with the tools to learn, develop and succeed, personally, professionally and in their community.

The BE Academy LLC is a consulting, training and development company that provides personal and professional coaching for individuals [youth and adults], entrepreneurs, private companies and government agencies. As a Woman-Owned and Minority-Owned Small Business with SBA certification, we pride ourselves on helping our clients achieve goals, improve performance, acquire and enhance skills and cultivate human capabilities. Based in Maryland, we partner with individuals and organizations worldwide to deliver unique training and leadership programs, goal-setting processes and retreats, to create a pathway to maximize potential and improve communication, competence and commitment. Our areas of specialty include leadership development, productivity improvement, effective goal setting, core life skills, decision-making, vocation, effective communication and business building.

Our services are built upon the premise of focusing on the unique personal and professional development needs of all our clients. We have developed a reputable background in providing requested information to our clients and making an independent diagnosis to our client's problem through our one-on-one and group sessions. Following an initial consultation, The BE Academy LLC assists in defining [or redefining] the problem, collecting data, providing feedback and making recommendations for implementation. We facilitate the implementation of recommended solutions, and if requested, we teach our clients how to resolve similar problems in the future to ensure success.

### NAICS Codes

|                  |  |
|------------------|--|
| 541611 (Primary) | Administrative Management and General Management Consulting Services |
| 561110           | Office Administrative Services                                       |
| 611430           | Professional and Management Development Training                     |
| 812990           | All Other Personal Services  |
| 711510           | Independent Artists, Writers, and Performers                         |
| 322230           | Stationery Product Manufacturing                                     |
| 459410           | Office Supplies and Stationery Retailers                             |
| 455219           | All Other General Merchandise Retailers                              |

### SIC Codes

|      |                                |
|------|--------------------------------|
| 5112 | Stationery and Office Supplies |
|------|--------------------------------|

### UNSPSC Codes

|          |   |
|----------|---|
| 80000000 | Management and Business Professionals and Administrative Services |
| 86101708 | Literacy Services   |
| 80161501 | Office Administration or Secretarial Services                     |
| 44121700 | Writing Instruments   |
| 14111514 | Paper pads or notebooks   |
| 44120000 | Office supplies   |

## CERTIFICATIONS

### Government Registrations and Certifications:

- System for Award Management (SAM)
- Woman Owned Small Business (WOSB)
- Minority Owned
- Small Business Reserve (SBR)
- Small Disadvantaged Business
- Economic Disadvantaged WOSB (EDWOSB)

### Supplier Gateway

- eCornell | Bank of America Women's Entrepreneurship Certification
- Top 28 Influential Business Pioneers
- Certified Health Coach

## DIFFERENTIATORS

Our master coaches and consultants specialize in the following core areas to meet our clients' needs:

- Passion – Driving force behind the work that we perform
- Effective Communication – Delivering oral and written communications clearly and directly to help clients maximize positive impact.
- Commitment – Dedicated to executing our work and achieving service excellence.
- Competency – Comprising more than 19 years of experience in varied corporate sectors and 5 years in the entrepreneurship sector.
- Client Success – Empowering our clients to pursue and achieve their goals. When our clients succeed, we succeed.
- Problem-Solving – Developing strategic plans to meet our clients' personal or professional goals.
- Accountability – Following through on our commitments and empowering our clients to take responsibility for their decisions, actions and results.
- Responsibility – Being accountable for our actions and results.
- Transparency – Working clearly, objectively and ethically, so that all stakeholders can make informed decisions.
- Planning and Goal Setting – Establishing a coaching plan and development goals with the client that address concerns and major areas for learning and development.

## CORE COMPETENCIES

Our certified and master coaches and consultants specialize in the following core areas to meet our clients' needs:

- Administrative Support Services
- Business Management and Administration
- Life Skills Training
- Leadership Development and Management Consulting
- Personal and Professional Development
- Productivity Consulting
- Career Coaching Consultancy
- Entrepreneurship / New Business Start-up Consulting
- Goal Setting Processes
- Data Entry and Processing

