CAPABILITY STATEMENT

CAPACITY DEVELOPMENT SOLUTIONS

Marvita Franklin Capacity Development LLC | Service-Disabled Veteran-Owned & Women-Owned Small Business

Executive Coaching • Team Coaching • Leadership Development • Change Management

CORPORATE DATA

UEI:	U5KYQLWK2UQ1
CAGE:	992H1
DBA:	Capacity Development Solutions
Entity:	SC Limited Liability Co.

SBA CERTIFICATIONS

✔ Service-Disabled Veteran-Owned (SDVOSB)
✔ Veteran-Owned (VOSB)
✔ Women-Owned (WOSB)
✔ Economically Disadvantaged Women-Owned (EDWOSB)

NAICS CODES

611430* Professional & Management Development Training
541611 Admin. & General Management Consulting
541612 Human Resources Consulting
541990 Other Professional & Technical Services
611699 Other Schools & Instruction
611710 Educational Support Services
*Primary | PSC: U004, U003, U006

CREDENTIALS

ICF Professional Certified Coach (PCC)
Certified Professional Co-Active Coach (CPCC)
Gallup-Certified CliftonStrengths® Coach
EQ-i 2.0® & EQ 360® Certified
Everything DiSC® Authorized Associate & Certified Practitioner
Prosci® Change Practitioner
Project Management Professional (PMP)
ORSC™-Trained (Team & Systems Coaching)
Master of Human Resource Development (MHRD)

POINT OF CONTACT

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COMPANY OVERVIEW

Capacity Development Solutions builds leader and team capacity for federal agencies, prime contractors, and corporate organizations. We deliver executive coaching, team coaching, leadership development training, and change management support designed to strengthen leader readiness, team effectiveness, retention, and change adoption.

Our assessment-informed approach helps leaders translate insight into daily practice, and every engagement leaves the client with lasting internal capability. The firm is led by an Air Force veteran with 30+ years in leader development, instructional design, and adult learning.

CORE COMPETENCIES

- Executive & leadership coaching
- Leadership development training
- Emotional intelligence (EQ-i 2.0®, EQ 360®)
- 360 assessments & debriefs
- Instructional design & curriculum
- Leader resilience & performance under pressure
- Team & group coaching
- Change management (Prosci®)
- Strengths-based development
- Leader transitions & onboarding
- Virtual & in-person instructor-led training
- Facilitation, workshops & keynotes

DIFFERENTIATORS

- **Veteran-led, mission-minded.** 20 years of Air Force service and nearly a decade developing Army leaders bring a working understanding of high-pressure, mission-driven environments.
- **Insight into integration.** We connect results from multiple assessments so leaders act on them, not file them away.
- **Leave-behind capability.** Each engagement leaves tools, frameworks, or internal practices the organization keeps using.
- **One vendor, full scope.** Credentialed coaching, change management, curriculum design, and project management (PMP) in a single small business.

RELEVANT EXPERIENCE

Executive Coaching & 360 Evaluations **Affiliate & Contractor, 2022–Present**
Executive coaching and qualitative 360 evaluations for C-level leaders in biotech, healthcare, and finance; individual, team, and organizational coaching packages that embed strengths-based leader and team development.

Leader Development & Performance Coaching **U.S. Army Recruiting Command, 2005–2014***
1:1 performance coaching for 500+ mid- and senior-level leaders; trained 3,000+ personnel annually; executive coach and trainer in the Office of the Command Psychologist; developed an organizational coaching handbook.

Professional Military Education **U.S. Air Force, 1981–2001***
Director of Education, Professional Military Education Center; designed and delivered leader development for junior and mid-level supervisors; 500+ presentations.

*Experience of the firm's principal prior to company formation.