

CAPABILITIES

DECK

LEADERSHIP SKILLS ARE **LIFE SKILLS**



MISSION & VISION

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Our mission is simple. Empowering leaders to thrive so organizations can grow.

Our niche is to turn potential into performance through engaging, relevant leadership training that can be applied immediately.

ABOUT US

Break the Norm Leadership (BtNL) is a woman- and minority-owned consulting firm founded in 2016. We help mission-driven organizations build capacity, strengthen leadership, and achieve measurable results. BtNL designs and delivers leadership training, coaching, and culture-building **experiences that foster trust, elevate capability, and improve performance** across all levels of the organization.

Our work blends academic rigor, practical application, and cultural responsiveness to create evidence-based solutions that meet clients where they are and move them forward with clarity, confidence, and purpose. Training with us is like sending your team to graduate school.

With a team of highly credentialed Ed.D consultants and International Coaching Federation (ICF)-certified coaches, many of whom also serve as faculty at leading universities, BtNL transforms learning into sustained organizational impact. Our consultants bring proven expertise in **organizational strategy, human capital management, leadership development, and facilitation**, ensuring every engagement delivers measurable outcomes that align with mission, values, and strategic goals.

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SUMMARY OF SERVICES

Break the Norm Leadership is your trusted leadership consulting partner, providing a diverse range of personalized services crafted to enhance your leadership and team development capabilities. We specialize in assisting organizations in their journey toward transformative leadership, cultural change, and tailor-made solutions.

CORE COMPETENCIES

- Leadership Development
- Training and Facilitation
- Executive Coaching
- Human Resources
- General Management Consulting
- Curriculum Development
- Strategic Planning
- Organizational Development
- Assessment and Evaluation
- Change Leadership/Management
- Program and Project Management
- Continous Improvement
- Quality Assurance
- Process/Operational Improvement
- Scalability and Recruitment



DIFFERENTIATORS

- **Fractional Leadership Development Partner:** We work as a fractional training and development partner embedded alongside your leadership team. Instead of delivering a one-time workshop and leaving, we stay engaged to help translate leadership strategy into practical development programs that strengthen leaders across the organization.
- **Practical Leadership Training:** Our programs focus on real workplace challenges leaders face every day. Participants leave with tools, frameworks, and language they can apply immediately with their teams, not abstract leadership theory.
- **Performance Driven Learning:** Leadership development only matters if behavior changes. Our programs are designed to translate learning into improved leadership performance, stronger team accountability, and measurable progress on organizational goals.



CORE COMPETENCIES

- **Leadership Development:** We build leadership capacity at every level through experiential learning and applied practice. BtNL designs programs that cultivate confidence, accountability, and performance.
- **Executive Coaching:** We strengthen executive alignment and strategic execution through personalized, evidence-based coaching. BtNL's certified coaches partner with senior leaders to enhance clarity, decision-making, and organizational impact.
- **Expert Facilitation:** We design and facilitate high-impact engagements that align mission, vision, and goals with actionable strategies to enhance performance. BtNL's facilitation creates the conditions for collaboration, ownership, and results.
- **Learning & Curriculum Solutions:** We design and deliver engaging training and curriculum that translate theory into practice. Our team understands how adults learn and uses proven training methodologies to create learning experiences that are relevant, measurable, and sustainable.
- **Strategic Human Capital & Advisory Services:** We align human capital strategy with organizational goals to strengthen workforce effectiveness and operational excellence. BtNL's advisory services support leaders in aligning people, structure, and strategy for measurable impact.





OUR VALUE

Innovative.
We lead with a “Yes!” mindset that drives our pursuit of knowledge and inspires new ideas. Curiosity fuels creativity, continuous learning, and innovative approaches to solutions.

Collaborative.
We foster shared ownership and value every voice. Through trust and mutual respect, we operate as a unified team to ensure continuity and accountability.

Agile.
We adapt quickly to changing needs and challenges. Our flexibility enables us to meet clients where they are and deliver timely solutions.

Results-Oriented.
We create tailored, outcome-driven solutions aligned with each client’s goals. We remain focused and accountable until we deliver impact that exceeds expectations.

Mastery. We bring deep expertise and precision to every solution. Our commitment to craftsmanship ensures exceptional quality and lasting value.

PAST CLIENTS

FEDERAL:

- **National Institute of Corrections (NIC)**: Delivered virtual instructor-led training and learning management programs for deputy wardens.

STATE:

- **Virginia Department of Social Services (VDSS)**: Provided leadership-focused lunch-and-learns, executive coaching, and mastermind sessions for mid-level managers.
- **Fairfax County (via LEDC)**: Supported operational consulting, executive coaching, and customized workforce training initiatives.
- **State of Oregon (COBID)**: Conducted teamwork and collaboration training.

FOR-PROFIT/NON-PROFIT:

- **Institute for Public Procurement (NIGP)**: Facilitated leadership-themed lunch-and-learn sessions.
- **Family Online Safety Institute (FOSI)**: Delivered executive coaching and quarterly team facilitation.
- **Columbia Sportswear**: Facilitated a communications training for their mid-level supply chain managers.



PAST EXPERIENCE

FEDERAL:

- **NASA**: Delivered a 2-hour training for NASA engineering team leads on strengthening commitment-keeping, navigating difficult conversations, and leading productive meetings.

STATE:

- **DC Department of Transportation:** Facilitated the development of a mission, vision, and values for their strategic plan.
- **Washington County, Clackamas County, City of Hillsboro, City of Hood River:** Provided comprehensive recruitment support.

FOR-PROFIT/NON-PROFIT:

- **The Kennedy Center:** Provide capacity building and professional development consulting to performing arts managers in the Washington, DC region, nationally, and internationally on behalf of the President of the Kennedy Center for Performing Arts.
- **SALESFORCE:** Facilitated three cohorts of a leadership development program for Salesforce mid-level employees
- **MERCK:** Designed and managed a 6-month executive coaching program for high-performing, high-potential diverse leaders.





POPULAR COURSES

• Emotionally Intelligent Leadership • Communicating to Inform and Persuade • Developing and Leading High Performing Teams • Effective Problem Solving and Decision Making • Leading and Managing Change in Self and Others •
• Navigating Challenges • Influencing without Authority •
• Leading Innovation in Self and Others • Managing Imposter Syndrome • Inclusive Leadership • Principles of Authentic • Conflict Resolution Leadership • Developing as a Manager and Leader •
• Managing without Micromanaging • Leadership skills for Inclusive Teams • Cultivating Inclusive Workplace Teams • Cross Cultural Communication • Sales and Negotiations • Networking • Executive Presence • Delegation • Workforce Motivation • Time Management • Accountability • Leading Change • Work Life Balance • Situational Leadership • Leading Across Generations



GOVERNMENT CONTRACTING

Payment

- Net 30, we accept all major credit cards
- We accept Government Purchasing Cards
- We participate in Simplified Acquisitions

Diversity Certifications: Oregon, Virginia, Maryland

- Women Business Enterprise
- Minority Business Enterprise
- Emerging Small Business
- Small/Micro Business

Government Identifications

- **SBA WOSB/EDWOSB:** Awarded
- **GSA MAS:** Partner Agreement
- **NAICS Codes:** 611430, 611710, 541612, 541618
- **UEI:** UAU6RBUW3NM5
- **CAGE Code:** 82XX1
- **DUNS#** 088590436

PRIMARY CONTACT

Rachel Saathoff, CEO
480-459-7725
rachel@breakthenormleadership.com
www.breakthenormleadership.com

Dr. Ramien R. Pierre, Chief Learning Officer
202-468-8852
ramien@breakthenormleadership.com

Wiener Crew
Maizy: Chief Bark-eting Officer
Elliott: Chief Morale Officer
“Elliott and Maizy can’t return your call or email - they lack thumbs.” 🐾

