



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.

With a team of highly credentialed 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.

GOVERNMENT INFORMATION

- UEI: UAU6RBUW3NM5
- CAGE Code: 82XX1
- DUNS #088590436
- NAICS Codes
 - 611430: Professional Training Services
 - 611710: Educational Support
 - 541612: Administrative Management
 - 541618: Other Management



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.

LICENSED FOR BUSINESS

- Oregon
- LLC State of Organization
- District of Columbia
- Maryland
- Virginia



PAYMENT

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



PAST CLIENTS

- Virginia Department of Social Services
- Latino Economic Development Committee
- Fairfax County Department of Economic Initiatives
- State of Oregon COBID
- Sandy Springs Friends School
- Columbia Sportswear Company
- Adidas
- Allstate
- Nothing Bundt Cakes

PAST EXPERIENCE

- NASA
- The George Washington University
- The John F. Kennedy Center
- Merck
- The Executive Leadership Council



CORE COMPETENCIES

- **Training and Facilitation:** We specialize in developing customized leadership training programs tailored to your organization's specific needs.
- **Executive Coaching:** Our executive coaches, credentialed as IFC PCC or MCC, offer personalized, goal-focused professional development to enhance leadership skills and performance within business and organizational settings.
- **Consulting Services:** Our consultants bring expertise in strategic planning, human resources management, learning and development initiatives, and optimizing sales strategies to help your organization achieve its objectives.
- **Assessments:** We provide a range of assessments, including StrengthsFinder, DISC, EQi, Leadership Circle, and Hogan, to equip business teams with crucial insights for their success.

CONTACT

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