

# The LinkedIn *pros*



**GOV POC:**  
**ADRIANE SIMPSON**  
MBA, PMP, LSSGB

## DIFFERENTIATORS

- Woman and Minority-Owned
- Customized Leadership Solutions
- Strategic Digital Transformation delivery
- Professional Certifications in Project Management (PMP), Improving processes and enhancing quality (Lean Six Sigma Green Belt), and Operations Process Management and Enhanced Efficiency (Lean Certification)
- Project Management of AI projects
- Training in AI literacy, ethics and prompt engineering
- Business Process Optimization and Automation experience

## CONTACT INFORMATION

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LOCATION: Atlanta, GA

## COMPANY PROFILE

**CAGE:** 8YFE8  
**UEI:** F2JUTCD1Q3N1  
**CERTIFICATIONS:** PMP, LSSGB,  
LEAN CONTINUOUS  
IMPROVEMENT

## CAPABILITY STATEMENT

**CAGE:** 8YFE8 **EIN:** 85-3421117  
**DUNS:** 06-9329104 **UEI:** F2JUTCD1Q3N1

## COMPANY OVERVIEW

The LinkedIn Pros is a 100% Woman-Owned Small Business specializing in Program Management, Leadership Training and Development, Management Consulting, and AI Leadership Implementation Training. Our proven expertise in digital transformation, professional branding, and strategic problem-solving empowers agencies to enhance their operations, leadership capabilities, and service delivery. With a track record of partnership for success, we offer tailored solutions that address the unique challenges faced by local, state, and federal organizations.

## NAICS CODES

The LinkedIn Pros is positioned to provide relevant services under the following North American Industry Classification System Codes (NAICS)

### 611430 (Primary)

Professional & Management  
Development Training

### 541618

Other Management  
Consulting Services

### 561110

Office Administrative  
Services

### 561312

Executive Search Services

### 611420

Computer Training

### 624310

Vocational Rehabilitation  
Services

### 541611

Administrative Management  
& General Management  
Consulting Services

### 541990

All Other Professional,  
Scientific & Technical  
Services

### 561410

Document Preparation  
Services

### 611710

Educational Support  
Services

## TECHNICAL CAPABILITIES

01. Program/Project  
Management

03. Organizational Change  
Management

05. e-Learning

07. Operations & Business  
Process Standardization

09. AI Literacy, AI LinkedIn  
Training & AI Ethics

02. Security Program  
Management

04. Professional Training  
and Development

06. Instructor-Led Training

08. Staff Augmentation

10. Workforce Development  
Training

## CORE COMPETENCIES



### Digital Transformation and Innovation

- Digital strategy, technology integration, and process optimization to drive digital transformation
- Tailored e-learning programs to enhance digital literacy and technology adoption
- Advanced data analytics and actionable insights, enabling informed decision-making

### Leadership and Organizational Development

- Comprehensive training and coaching programs to strengthen effective leadership skills
- Expert consulting to support successful organizational changes, ensuring smooth transitions
- Design workforce development programs and staff augmentation solutions

### Artificial Intelligence (AI) Literacy and Ethics Training

- Customized training programs to enhance AI literacy and effectively leverage new technology
- Consulting services to support the ethical development and deployment of AI solutions
- AI powered innovation to streamline processes and improve decision-making

### Operational Excellence and Efficiency

- Implementing Lean principles to streamline operations, reduce waste, and improve service delivery
- Develop and implement performance management and process improvement systems
- Create strategic roadmaps and plans that ensure operational excellence and long-term success

## CASE STUDIES

### Leadership Training and Development: Infectious Disease Society of America (IDSA)

The LinkedIn Pros was contracted to deliver the LinkedIn Leadership Acceleration Program at the IDSA's annual conference for medical professionals and students. Our mission was to provide comprehensive training in professional branding, LinkedIn strategy, and the use of social media for career advancement. We successfully trained hundreds of attendees, equipping them with the essential skills to enhance their online professional presence.

In addition to group training, we offered personalized 1:1 career strategy coaching sessions. These sessions were tailored to empower participants in advancing their careers and maximizing their impact in their respective fields. Through our program, attendees gained actionable insights and tools to improve their leadership skills and drive career growth in the evolving professional landscape.

### Operational Excellence and Efficiency: St. Louis Public School District

The LinkedIn Pros collaborated with the Saint Louis Public Schools in spring 2023 to provide leadership training for their Principals Leadership Development cohort. Our tailored program, "Interviewing Techniques that Deliver Value," equipped leaders with essential skills for confident interviewing and principal position readiness. Additionally, we emphasized the importance of personal and professional branding, empowering leaders to showcase their expertise and excellence.

The success of this initial training led to an invitation to conduct an in-person summer leadership program for over 100 principals and assistant principals. This session focused on creating a strong professional brand for their schools, aimed at driving success within their institutions and communities. Our training provided leaders with strategies for professional branding in schools, enabling them to establish impactful relationships and partnerships with school staff and community members, thereby enhancing leadership efficiency and effectiveness.

## PAST PERFORMANCE

Bank of America, PayPal, St. Louis Public School District, SM-LAC, IDSA, Speak Your Way to Cash, Erica Jordan Thomas, NAMIC, ESAC