



2017 | A Successful **START-UP**



CREATING. COMMUNICATING. **CONNECTING.**





LETTER FROM THE **PRINCIPAL CONSULTANT**

I would like to first thank
God, my professional
network and my loved
ones for supporting me
through a year of blind
direction, hopelessness,
excitement, fear and
challenges, as I fought
to launch and sustain a
dream – MW Consulting,
LLC (MWC).

*"The big secret in life is that
there is no big secret. Whatever
your goal, you can get there if
you're willing to work."*

~ Oprah Winfrey

As cliché as that introduction may read, there is no other more appropriate way to open this annual report. As I take a deep exhale, with a tinge of a sigh, I can't help but to say THANK YOU – if it wasn't for those three support systems my first year of business could have been filled with more potholes than I may have been able to bear.

A passion for communications made it possible for this young journalist to be invited to interview influential celebrities like Janet Jackson, Regina King, Brandy and Miguel, to name a few; to work for the U.S. Congress, our first African-American President, Fortune 500 firms; and attain a Directorship before the age of 30. This passion and experience have served me well as I built a reliable team of freelance consultants (a special thank you to the MWC Creative Director, Helen Efrem), secured six certifications, secured and executed work with 11 clients and generated over \$135K in gross revenue. I am full of joy, relief, encouragement, nervousness, and most importantly gratitude for making it through MWC's first year in business. We are setting the pace for what we are proclaiming will be an even better 2018.

Take a quick look at how we performed this year and we hope you enjoy the strategically placed quotes from some of our biggest inspirations.

Best,

Marcus A. Williams

Marcus A. Williams
Principal Consultant



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Production Credits

Below are the production credits for the 2017 | A Successful Start-Up from MW Consulting, LLC (MWC).

- **Author and Editor-in-Chief:** Marcus A. Williams
- **Copy Editor:** Alice Gentry-Lingerfelt
- **Layout and Design:** Helen Efrem



“...THANK GOD, MY PROFESSIONAL NETWORK AND MY LOVED ONES FOR SUPPORTING ME THROUGH A YEAR OF BLIND DIRECTION, HOPELESSNESS, EXCITEMENT, FEAR AND CHALLENGES, AS I FOUGHT TO LAUNCH AND SUSTAIN A DREAM – MW CONSULTING, LLC



Introduction

The 2017 | A Successful Start-Up is the recap of the first performance year of MW Consulting, LLC (MWC) starting on January 1, 2017 and ending on December 31, 2017. This report is meant to highlight the firm’s operational achievements, partnerships, client activities, revenue, and business contributions during the outlined performance year.



Certifications

MWC has been fortunate to secure **seven certifications and credentials** that enabled the consultancy to gain access to solicitations within Fortune 500 corporations, the Metropolitan Washington Airports, the U.S. Federal Government and the Government of the District of Columbia.

- **Certified Business Enterprise** approved by the Government of the District of Columbia
- **DC Supply Schedule** approved by the D.C. Office of Contracting and Procurement for two categories: **Mission Oriented Business Integrated Services (MOBIS)** and **Marketing, Media and Public Information**
- **Diversity Supplier** approved by Google
- **HUBZone** approved by the U.S. Small Business Administration
- **Local Disadvantaged Business Enterprise** approved by the Metropolitan Washington Airports Authority
- **National LGBT Business Enterprise** approved by the National Gay and Lesbian Chamber of Commerce
- Registered with the **System for Award Management** with the U.S. Federal Government



Workshop Facilitations and Guest Lectures

MWC consultants are viewed as thought-leaders within the communications industry, which has resulted in the firm being a go-to source for its expertise. MWC's Principal Consultant has executed **five presentations, lectures or facilitations** across Washington, D.C. and the metropolitan area. A sampling of these engagements are outlined below.

FACILITATOR, BLACK FEMALE FOUNDERS LABS

June 3, 2017

- Marketing 101 workshop for 15 female entrepreneurs seeking to learn how to leverage marketing to grow their businesses.
- Received an evaluation rating of 5/5 from cohort participants.

GUEST LECTURER, GEORGE WASHINGTON UNIVERSITY (SOCIAL ENTREPRENEURSHIP GRADUATE COURSE)

June 19, 2017

- Identifying and Assessing Audiences lecture for 15 graduate-level students.
- Received an evaluation rating of 4.8/5 from students.

FACILITATOR, D.C. COMMISSION ON LATINO COMMUNITY DEVELOPMENT

July 20, 2017

- Establishing a Communications Strategy lecture for 15 Commissioners.
- Received an evaluation rating of 4.5/5 from Commissioners and public attendees.

EXECUTED FIVE PRESENTATIONS, LECTURES OR FACILITATIONS

FACILITATOR, WASHINGTON AREA COMMUNITY INVESTMENT FUND (ASCEND CAPITAL ACCELERATOR PROGRAM)

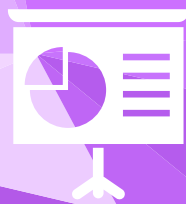
August 8, 2017

- The Essence of Communications and Business workshop for 26 entrepreneurs of various backgrounds and levels of business development.
- Received an evaluation rating of 5/5 from cohort participants.

MODERATOR, DC TECH WEEK

October 5, 2017

- Project 500 "Can Tech End Inequality" panel discussion for 55 entrepreneurs of various backgrounds and stages within the technology industry.
- Received an evaluation rating of 4.8/5 from attendees.



• FACILITATOR •



• GUEST LECTURER •



• MODERATOR •



“WITH MWC’S SUPPORT, WE WERE ABLE TO UPDATE OUR EXISTING **WEBSITE** WITHIN 48 HOURS AND DEVELOP **INFOGRAPHICS** AND **SOCIAL MEDIA MESSAGES** THAT WILL CONTRIBUTE TO OUR ANNUAL GALA. THE **RESPONSIVENESS**, **CUSTOMER SERVICE** AND **SUBJECT MATTER EXPERTISE** HAS BEEN **PHENOMENAL**.

– **RAESHAWN CROSSON**
Sustainability Lead, DC Promise Neighborhood Initiative



Client Portfolio

We have successfully signed **11 new contracts**, and have conducted a dozen pro bono consultations and small projects for startup businesses. A sampling of official contract signings and/or established purchase orders are below.

- **Balanced Financial Solutions** | Digital Strategy, Messaging and Creative Services
- **Bladder Cancer Advocacy Network** | Strategic Planning, Media Relations and Public Relations
- **Coalition For Non Profit Housing and Economic Development** | Creative Services, Media Relations, Public Relations and Strategic Planning
- **D.C. Department of Consumer and Regulatory Affairs** | Creative Services, Printing and Direct Mailing Services (repeat client during 2017)
- **D.C. Department of Forensic Sciences** | Creative Services, Messaging, Content Development and Research
- **D.C. Department of Insurance, Securities and Banking** | Media Training, Research and Facilitation
- **D.C. Promise Neighborhood Initiative** | Creative Services, Digital Strategy, Public Relations and Strategic Planning
- **D.C. Workforce Investment Council** | Market Research, Messaging, Strategic Planning and Creative Services
- **Napoleon Complex Project** | Strategic Planning
- **Wanda Alston Foundation** | Messaging
- **Washington Government Relations Group Foundation** | Creative Services, Digital Strategy, Strategic Planning, Public Relations and Messaging

“If you’re walking down the right path and you’re willing to keep walking, eventually you’ll make progress.”

~ Barack Obama



Performance Assessments

MWC issues **client evaluations** to assess how effectively the firm performed during the given contract period. The evaluation is based on a five point performance appraisal criteria. At the close of 2017, MWC held an overall **satisfactory rating of 4.8/5**, which deemed the firm a **"Role Model Performer"** based on the evaluation process – below are some client comments.

If you work hard and meet your responsibilities, you can get ahead, no matter where you come from, what you look like or who you love."

~ Barack Obama



DC PROMISE NEIGHBORHOOD INITIATIVE | **OVERALL EVALUATION: 5 – ROLE MODEL PERFORMER**

"It has been a pleasure working with MWC. MWC joined our team to support DCPNI during a huge organizational transition. We did not have the current internal capacity to ensure that our community was well informed and updated on our progress. With MWC's support, we were able to update our existing website within 48 hours and develop infographics and social media messages that will contribute to our annual gala. The responsiveness, customer service and subject matter expertise has been phenomenal. We initially bought MWC in for a short term contract, but will be continuing on through the duration of 2017 to provide targeted support for our annual campaign, 2018 annual report development and building out a marketing strategy for our fee-for-service arm."

Raeshawn Crosson, Sustainability Lead



DC WORKFORCE
INVESTMENT COUNCIL

OVERALL EVALUATION: 5 – ROLE MODEL PERFORMER

MWC has provided professional, timely, and quality services to the WIC. They have gained a solid understanding of our work and of our audience, and have helped us meet some of our communications goals in just a short time. We like working with this vendor."

Lauren Scott,
Program Manager

OUR COHORTS WERE SO THRILLED, ONE OF THEM CALLED MARCUS A 'GODSEND' AFTER THE WORKSHOP WAS OVER! WORKING WITH MARCUS WAS AN INCREDIBLY PLEASURABLE EXPERIENCE; HE WORKED WITHIN REQUIREMENTS AND EVEN TWEAKED HIS PRESENTATION TO MEET THE NEEDS OF MY COHORTS.

Sybil Edwards, Co-Founder of
Black Female Founders

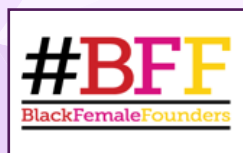


DEPARTMENT OF
CONSUMER AND
REGULATORY AFFAIRS

OVERALL EVALUATION: 5 – ROLE MODEL PERFORMER

"Thank you for your professionalism and responsiveness in the completion of this project."

Daniel J. McCoy,
Program Analyst



BLACK FEMALE FOUNDERS | **OVERALL EVALUATION: 5 – ROLE MODEL PERFORMER**

"Mr. Williams did an amazing job walking the attendees through the full Communications process. He went beyond what I expected! Our cohorts were so thrilled, one of them called Marcus a 'godsend' after the workshop was over! Working with Marcus was an incredibly pleasurable experience; he worked within requirements and even tweaked his presentation to meet the needs of my cohorts."

Sybil Edwards, Co-Founder



ASCEND CAPITAL
ACCELERATOR

**OVERALL EVALUATION:
5 – ROLE MODEL PERFORMER**

"Mr. Williams conveyed his communication knowledge and expertise clearly and succinctly. I appreciated his engaging manner and a touch of humor. He came prepared with a full presentation, but was also able to provide helpful answers to numerous on-the-spot questions on a variety of communications-related topics. I would highly recommend Mr. Williams as a presenter and as a communications consultant. Thank you for helping us all to learn so much today!"

Tim Hampton,
Entrepreneurship Coach
and Loan Officer



**MARCUS DID A PHENOMENAL JOB IN
HELPING MY SOCIAL ENTREPRENEURSHIP
STUDENTS AT GWU ELLIOTT SCHOOL
UNDERSTAND HOW TO EFFECTIVELY
COMMUNICATE HOW TO BEST
ARTICULATE THEIR SOCIAL ENTERPRISE
AND HOW TO ENGAGE STAKEHOLDERS
TO SUPPORT THE ENTITIES.**

~ Melissa Bradley,
Professor at George Washington University



BALANCED FINANCIAL SOLUTIONS
**OVERALL EVALUATION: 4 – HIGHLY EFFECTIVE
PERFORMER**

"The communications around project status meetings was good, and delays were communicated timely. Timeline presentation and status meeting agendas were also an added bonus."

Brandon Clark, Principal Accountant

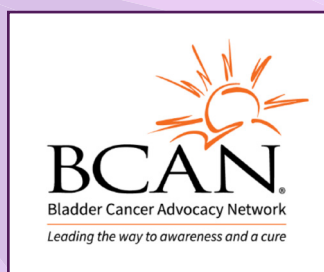


GEORGE WASHINGTON UNIVERSITY

OVERALL EVALUATION: 4.3 – HIGHLY EFFECTIVE PERFORMER

"Marcus did a phenomenal job in helping my social entrepreneurship students at GWU Elliott School understand how to effectively communicate how to best articulate their social enterprise and how to engage stakeholders to support the entities. The class was well prepared, allowed for in-class application and made a big difference in the final plans and presentations for the students and their newly created social enterprises."

Melissa Bradley, Professor



BLADDER CANCER ADVOCACY NETWORK

OVERALL EVALUATION: 5 – ROLE MODEL PERFORMER

"MW Consulting did a great job solidifying our ideas into a cohesive campaign for Bladder Cancer Awareness Month. Thank you Marcus Williams for keeping us moving through the process, and delivering on a very short timeline."

Stephanie Chisolm, PhD, Director of Education and Research



Contributions

We strive to have an impact within the community while working to grow our firm. This year we contributed to organizations that support the advancement of men, women and families within the African-American communities. This year's contributions went to the following organizations.



DC PROMISE NEIGHBORHOOD INITIATIVE: focusing on promoting cradle-to-career education and professional and personal development for residents in some of Washington, DC's most distressed communities for over five years.



WHINE AND CHEESE: gathering like-minded women in an intimate setting where they are supported as they whine about the stresses of life and cheese (smile) in acknowledgement of their blessings.



WISE YOUNG BUILDERS: helping underserved youth learn practical skills through hands on workshops and small group math focused instruction during out of school time.

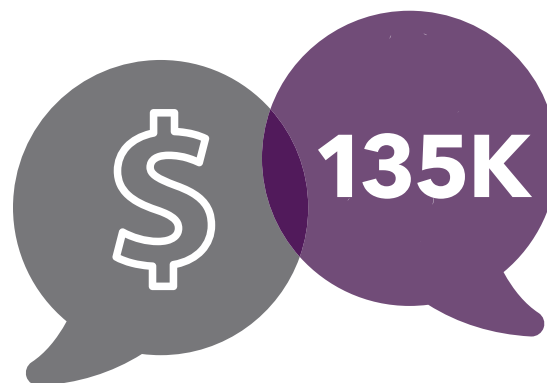
"Life's most persistent and urgent question is, 'What are you doing for others?'"

~ Martin Luther King, Jr.



Revenue

Gross Revenue for Calendar Year 2017



"If you can get paid for doing what you love, every paycheck is a bonus. Give yourself the bonus of a lifetime: Pursue your passion. Discover what you love. Then do it!"

~ Oprah Winfrey



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Mr. Marcus A. Williams | Principal Consultant and Owner | MW Consulting, LLC
✉ marcus@mwconsultingfirm.com | 🖱 mwconsultingfirm.com | 🐦 [@MWConsult](https://twitter.com/MWConsult)