

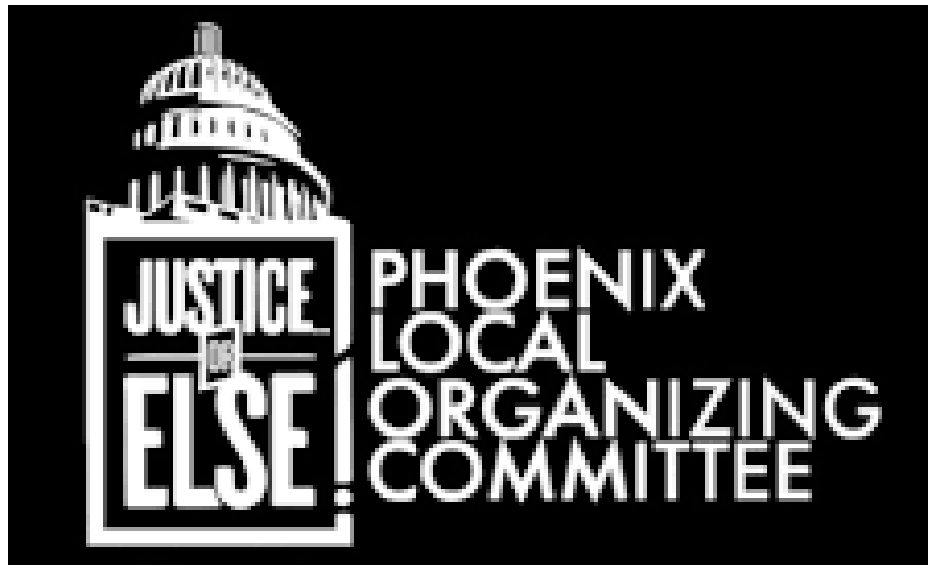


Funded by the United States Department of Commerce, Bureau of Minority Business Development Agency
Operated by the Arizona Hispanic Chamber of Commerce

How to Create an Effective Capability Statement

*Presented by Kaaren-Lyn Graves, Project Director
September 21, 2021*

A Special Thank You



FOR JUSTICE OR ELSE



Remove Barriers | Maximize Productivity
"Advancing ambitious project goals through project management"



and to YOU (again!!)



Presentation Highlights

- **Brief [Re] Introductions**
- **Recap from Last Presentation:
Business Plan**
- **Presentation Purpose - Information:**
 - **How to Create an Effective
Capability Statement**
 - **Certifications**
- **Q&A**



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With us this today....

You – One thing that you learned from the last meeting or something you are would like to learn from tonight's meeting.

With us this today (continued)

Kaaren-Lyn Graves
Project Director & Executive Business Consultant

Board Member:

Phoenix Business and Workforce Development Board

The Herberger Theater



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The Herberger Theater



FESTIVAL OF THE ARTS

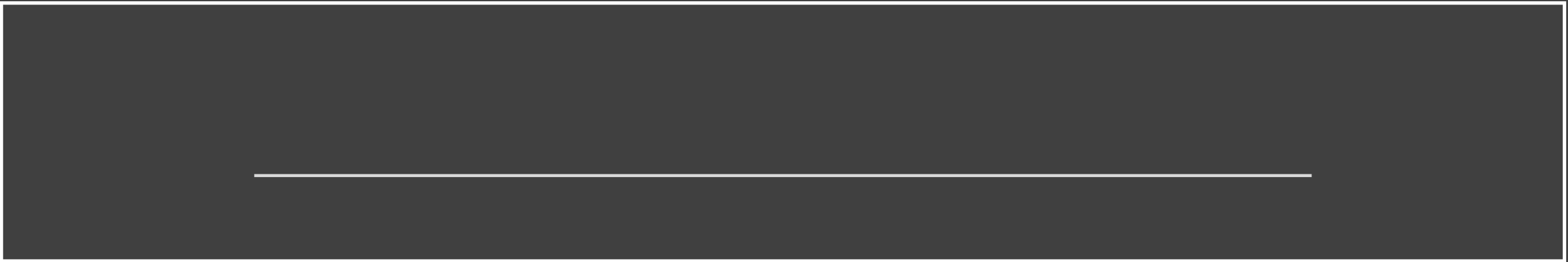
NOVEMBER 20, 2021

The 12th annual Festival of the Arts is a celebration of the arts in our community and showcases performances by Valley arts organizations, live music, food, aerials, wine and beer tasting, vendor market, and interactive children's activities. Our goal is to connect the community with the arts and provide an opportunity for people to experience a wide variety and diversity of arts experiences at no cost.

The Herberger Theater is committed to providing its sponsors value through promotion, visibility and marketing opportunities. It is our goal to design a partnership that is tailored to meet the needs of each sponsor.

PUT YOUR BUSINESS IN
FRONT OF THOUSANDS OF PEOPLE





PART I:

Information on How to Create an Effective Capability Statement

Part I: Creating an Effective Capability Statement

Overview

Capability Statement

A Capability Statement provides a snapshot of your company's scopes of work, product/service offerings, past performance, and your company's general information. It is a document that can be used as an extension to your business marketing efforts. A capability statement also serves as a business resume and record of your areas of expertise, achievements, differentiators, association/community involvement, accreditations, and certifications.

Importance

- Marketing (public/private sectors)
- Included in Proposals & Grant Responses
- Demonstration of Business Capabilities
- Certification Seal
- Quick "At-A-Glance" Read
- Promotion of Awards, Accreditations, & Associations
- Other areas?

Part I: Creating an Effective Capability Statement

Steps

Steps

- Identify your target audience (clients, contracting officers, representatives, etc.)
- How will you share your capability statement (in-person, on your website, etc.)
- Create the framework
- Make it Pop!
- Rehearse your elevator speech to compliment your capability statement

Part I: Creating an Effective Capability Statement

Create the Framework

Framework

- Contact Information
- Tag Line or Mission Statement
- Business Filings
 - DUNS Number
 - CAGE Code
 - Unique License Numbers
- Detailed overview of capabilities
- NAICS Codes
 - Primary & Secondary
 - Other
- Detailed overview of Capabilities
- Past Performance
 - Project Name
 - Location
 - Project Description
 - Contract Value
 - Pictures
- Website
- Extras
 - Additional Certifications
 - Bonding
 - Awards
 - Other pertinent information

Part I: Creating an Effective Capability Statement

Steps

Steps

- Identify your target audience (clients, contracting officers, representatives, etc.)
- How will you share your capability statement (in-person, on your website, etc.)
- Create the framework
- Make it Pop! (example)
- Rehearse your elevator speech to compliment your capability statement

Part I: Creating an Effective Capability Statement

Look & Feel

Look & Feel

- Logo
- Pictures of Past Performance
- Certification Seals (earned!)
- Logos of high-profile clients*



Pink Summit



Raytheon

**Reference handout for rules pertaining to logo use laws (government/non-government)*

Part I: Creating an Effective Capability Statement

Examples

- Government
- Government & Private Sectors
- Private Sector
- Teaming

Part I: Creating an Effective Capability Statement

Homework

- **Attachments**
 - Components of a Capability Statement
 - List of Certifications



PART II:

Certifications

Certifications (Handout)

- Minority Business Enterprise (MBE)
- Disadvantaged Business Enterprises (DBE)
- Small Business Enterprise (SBE)
- Airport Concessions Disadvantaged Business Enterprise (ACDBE) – Airport Concessions Only
- Women Owned Small Business Enterprises/Economically Disadvantaged Women Owned Small Business Enterprise (WOSB/EDWOSB)
- Veteran Owned Small Business / Service-Disabled Veteran Owned Small Business (SDVOSB)
- HUBZone
- 8(a) Business Development Program



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Native Hawaiians, and all Tribal Enterprises**

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and Tribal Enterprises**

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Questions & Thank You



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