



# Catalyze. Collaborate. Cultivate. Change.

## WHO WE ARE

Catalyst Collective Group is a boutique consulting firm that develops transformative business strategies for entrepreneurs, solopreneurs, nonprofits, coalitions, mission-driven organizations, and corporations.

We combine faith, lived expertise, and deep industry knowledge to drive sustainable and equitable growth for every client we serve.

## WHAT WE DO

At Catalyst Collective Group, we partner with organizations to design and implement strategies that accelerate growth, deepen impact, and build equity into the core of business operations.

From market research and strategic partnerships to revenue growth, operational support, and policy alignment—we equip our clients with the tools, insights, and systems needed to scale sustainably and lead with purpose.

## OUR APPROACH

At Catalyst Collective Group, our approach is guided by four core principles: **Catalyze. Collaborate. Cultivate. Change.** We **catalyze** ideas into actionable strategies by deeply understanding your mission, market, and challenges through data, dialogue, and discovery. We **collaborate** closely with you, ensuring solutions are co-created and aligned with your vision. We **cultivate** the internal capacity, partnerships, and systems needed for growth and sustainability. Ultimately, we drive **change**—equitable, measurable, and lasting transformation that positions your organization for purpose-driven impact. Every engagement blends strategy, spirit, and lived expertise, ensuring our work together is not just effective, but enduring.

## OUR RESULTS

Across our professional leadership, entrepreneurial ventures, and through Catalyst Collective Group, we have helped secure **over \$15 million in grants, investments, and philanthropic partnerships**. Our work has forged **50+ strategic partnerships**, positioned clients for market expansion, and delivered national media exposure through outlets like **Yahoo News, Politico, Black Enterprise**. From market intelligence and sales enablement to brand strategy, operational scaling, and policy alignment, my expertise drives outcomes that are measurable, sustainable, and equity-centered. **Catalyst Collective Group** is where strategy meets impact.



## MISSION

To design and deliver equity-centered strategies that help organizations, coalitions, and communities build systems rooted in justice, cultural humility, and sustainable impact.

We walk alongside our clients—from idea to implementation—with a blend of strategy, spirit, and lived experience.

## VISION

A world where equity is not an afterthought, but the blueprint. Where communities lead, systems heal, and transformation is both measurable and meaningful.

Where purpose is not just felt—but funded, staffed, and sustained.



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# Capabilities

## Statement



### MARKET INTELLIGENCE & STRATEGIC PARTNERSHIPS

We help organizations evaluate, position, and expand into new markets through data-driven insights and relationship-centered strategies.

- Market Research & Competitive Analysis
- Industry Benchmarking & Trend Mapping
- Identification of Emerging Markets
- Strategic Partnerships, Joint Ventures & Channel Development
- Co-marketing & Ecosystem Positioning
- Go-to-Market & Expansion Strategy



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CULTIVATE. CHANGE.



### CLIENT & RELATIONSHIP MANAGEMENT

We strengthen stakeholder relationships to support long-term growth and engagement.

- Lead Generation & CRM Strategy
- Inbound/Outbound Outreach Systems
- Pipeline Development & Nurturing
- Stakeholder Engagement (Government, Community, Sectoral)
- Retention, Referral & Satisfaction Systems



### REVENUE GROWTH & SALES ENABLEMENT

We drive profitability through structured sales systems and revenue-focused strategic support.

- Sales Process Optimization
- Territory Planning & Forecasting
- Proposal Development & RFP/RFI Response
- Pricing Models & Value Proposition Design
- Contract Negotiation & Closing Support



### OPERATIONAL & FINANCIAL SUPPORT

We build operational infrastructure to support equitable growth and long-term sustainability.

- Business Model Innovation (Licensing, Subscription, Social Enterprise)
- Budgeting, Forecasting & Financial Modeling
- ROI Analysis for Development Initiatives
- Internal Capacity Building (Talent, Systems, Tech)



### Marketing Integration

We align your messaging, visibility, and engagement strategies to activate brand awareness and demand.

- Brand Messaging & Positioning
- Content Development & Editorial Strategy
- Media Relations & Thought Leadership
- SEO/SEM Strategy
- Social Media & Email Campaigns
- Digital Performance Marketing



### IMPACT STRATEGY & POLICY ALIGNMENT

We help you connect your mission to measurable outcomes and external systems.

- ESG Strategy & Impact Storytelling
- Equitable Market Development
- Fundraising Strategy & Philanthropic Partnerships
- Policy Analysis & Advocacy Alignment
- Public Sector Engagement & Government Relations