

## CAPABILITY STATEMENT

### Core Competencies:

- POTOMAC COMMUNICATIONS is an internationally recognized leader in executive communications coaching.
- We have provided interactive communications training to hundreds of executives, government officials, and political candidates in three continents.
- Coaching services for individuals, small, and large groups include: Public Speaking coaching, Media Training, Leadership, Workplace Communications, Message Development, PowerPoint Presentation, and Crisis Communications. Every training session includes on-camera practices and constructive feedback for participants.

### Differentiators:

- POTOMAC COMMUNICATIONS provides dynamic and practice-focused coaching sessions are customized to our clients' unique challenges and current communications needs.
- Utilizing on-camera practice, POTOMAC COMMUNICATIONS creates an environment where spokespeople can rehearse high-stakes broadcast interviews and public speaking scenarios.
- We conduct significant research into current issues relevant to the client so that spokespeople walk away feeling empowered to control challenging interviews and communicate important information with direct, confident language.

### Past Performance:

- POTOMAC COMMUNICATIONS has conducted training sessions in the following countries: United States, Argentina, India, Hong Kong, Thailand, Philippines, and Vietnam.
- Current and past clients include: International Monetary Fund, The World Bank Group, Inter-American Development Bank, U.S. Department of Energy, U.S. National Security Agency, Embassy of Netherlands, Institute of International Finance, Pew Research, Marriott Corporation, BB&T Asset Management, and Julius Baer, among others.

### Company Data:

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