

Capability Statement



COMPANY OVERVIEW

Beyond the Magic Consulting (BTM) is a **performance architecture firm**. We do not train culture — we architect it. BTM designs and installs the operating systems that make high-quality performance **consistent, measurable, and scalable** across an organization, closing the gap between intention and execution. BTM specializes in strengthening **leadership effectiveness, workforce capability, organizational culture, customer experience, and operational execution** — then transferring that capability so results endure after we depart.

CORE COMPETENCIES

- **Leadership Development & Executive Coaching** — so strategy is lived consistently
- **Customer Experience & Service Excellence** — consistent service at every touchpoint
- **Learning & Development / Curriculum Design** — scaling standards through capability
- **Train-the-Trainer & Capacity Building** — keeping ownership in house
- **Organizational Culture & Experience Design** — making culture observable and operational
- **Facilitation & Strategic Planning** — aligning groups and driving decisions
- **Change Management** — driving adoption with less friction
- **Measurement & Governance** — keeping performance accountable

DIFFERENTIATORS

Operating Systems, Not Training Alone

We install repeatable systems that produce performance — not one-time events that fade.

Arrive, Build, Transfer, Endure

We transfer capability to your people so results survive our exit. Our goal is never dependency.

Scale Without Losing Fidelity

A curated bench of senior practitioners, structured around capabilities rather than name recognition.

REPRESENTATIVE PAST PERFORMANCE

U.S. ARMY WAR COLLEGE

Senior leadership development engagement supporting an experienced command audience.

STRYKER

Fully customized, on-site leadership experience for a Fortune 500 medical-device leader, with bilingual facilitation abroad.

DRURY HOTELS

Service-culture and experience-design work scaled across a multi-property hospitality operation.

THRIVENT

Leadership and organizational-performance support within a large financial-services enterprise.

COMPANY DATA

UEI	TB94NBMJ2KY6
CAGE CODE	20Q61
SAM.GOV	Registered · Active
BUSINESS SIZE	Small Business
STRUCTURE	LLC · For-Profit
DESIGNATIONS	Minority-Owned · Hispanic American-Owned (self-certified, SAM.gov)

NAICS CODES

541611	Admin. & General Mgmt. Consulting (Primary)
541612	Human Resources Consulting
611430	Professional & Mgmt. Development Training
541618	Other Management Consulting

PSC CODES

R408	Program Mgmt. / Support (Primary)
R499	Other Professional Services
U001	Lectures / Training Services
R406	Policy Review / Development
R410	Program Evaluation Services

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