

START SMART

CAPABILITIES STATEMENT



COMPANY OVERVIEW

Start Smart, LLC, is a national provider of mission-critical healthcare and leadership development training solutions for government, corporate, small business, and non-profit clients. Our team has built an impeccable reputation for creating and delivering value for clients by taking a holistic, strategic and analytical approach to improving organizational outcomes through training.

At Start Smart, our mission is simple. We are dedicated to helping clients build more competitive and higher-performing organizations.

OUR VALUES

Ethical, honest, trustworthy, respectful and responsible are the values by which we operate. As a result, we will engage in no transaction that does not benefit everyone involved.

CORE COMPETENCIES

We offer clients a total training solution through our inventory of award-winning in-person, virtual and on-demand workshops delivered by our team or as a turnkey solution. Since we own our intellectual property, we can develop customized training workshops without the extraordinary cost of starting from scratch. Our training solutions include:

- In-person, virtual, on-demand, and turnkey courses and workshops
- Training program authoring, management and reporting
- Professional and administrative training program staffing and support

KEY DIFFERENTIATORS

- Values-centered leadership
- Deep expertise in healthcare and leadership training development
- Powerful culture of creative problem-solving, collaboration and accountability on every engagement
- Agile responsiveness to changes in customer needs

CLIENTS AND PAST PERFORMANCE

Employee Health and Leadership Development Workshops

Client: City of New Orleans, New Orleans, LA

Presented by Dr. Eric Griggs, our team conducts healthcare, mental health, leadership, and organizational management workshops for City of New Orleans employees.

Senior Health and Wellness Workshops and Outreach

Client: Louisiana State University Retirees, Baton Rouge, LA

Conduct virtual and in-person workshops for to teach LSU retirees simple, but effective health and wellness strategies for healthier aging.

Healthcare Employees Leadership Training

Client: Southeast LA Veterans Administration Hospital, New Orleans, LA

Conduct in-person healthcare leadership development workshops.

Past Healthcare, Leadership and Business Development Training Clients

- Housing Authority of New Orleans
- City/Parish of East Baton Rouge
- New Orleans Regional Transit Authority
- ASCEND Los Angeles
- Mississippi Development Authority
- TruFund Financial Services



COMPANY INFORMATION

Company	START SMART, LLC LA Charter ID: 35879178K
DUNS Number	60-0851146
CAGE Code	50HQ6
Point of Contact	Norman D. Roussell, MBA- CEO
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KY Office	MET Building 312 South 4th Street, Suite 700 Louisville, KY 40202
Website	www.StartSmartLLC.com
Certifications	U.S. DOTD DBE: LA, KY, MD, MS & TX NMSDC MBE LED Hudson Initiative

NAICS Codes

- 611430: Professional Development Training
- 541611: Management Consulting Services
- 561320: Professional and Administrative Staffing

U.S. DOTD Work Codes

- C46: Training Development
- C10: Management
- C11: Planning
- C17: Supportive Services

PSC Codes

- U008: Training and Curriculum Development
- R408: Program Management and Support Services
- R699: Other Administrative Support Services

NIGP Codes

- 952-90: Training and Instructional Services
- 918-38: Education and Training Consulting
- 918-75: Management Consulting

