

THE PHOENIX FIRM, LLC

Strategy | Leadership | Transformation

CAPABILITY STATEMENT

Dallas-Fort Worth, Texas

COMPANY OVERVIEW

THE PHOENIX FIRM, LLC is a founder-led professional consulting and contracting firm helping public agencies, corporations, educational institutions, nonprofits, and mission-driven organizations navigate change, strengthen leadership, align teams, and convert complex challenges into measurable progress.

CORE CAPABILITIES

- Strategic and management consulting
- Organizational transformation and change management
- Leadership and workforce development
- Executive and leadership coaching
- Strategic planning, retreat design, and facilitation
- Resilience, crisis, and transition strategy
- Professional training, workshops, and keynotes
- Customized curriculum and learning design
- Life-skills and personal-development education

TYPICAL DELIVERABLES

- Organizational discovery and assessment
- Strategic priorities and implementation roadmaps
- Customized curricula and participant materials
- Leadership cohorts and executive workshops
- Facilitated stakeholder and team sessions
- Action plans and accountability milestones
- Transition and resilience toolkits
- Evaluation summaries and closeout recommendations

DIFFERENTIATORS

Founder-led senior attention: Strategy and delivery led by Dr. Renee Fowler Hornbuckle. **Nearly four decades of leadership:** Executive, entrepreneurial, nonprofit, education, training, community, and faith-sector experience. **Execution orientation:** Practical tools, accountable next steps, and useful outcomes. **Flexible delivery:** In-person and virtual consulting, training, facilitation, cohorts, retreats, keynotes, and executive advisory.

INDUSTRY CLASSIFICATION

541611	Administrative Management and General Management Consulting Services	Primary: strategy, assessment, governance, planning, operating improvement
541612	Human Resources Consulting Services	Leadership, workforce, culture, engagement, organizational effectiveness
541618	Other Management Consulting Services	Change, resilience, crisis, transition, specialized advisory
611430	Professional and Management Development Training	Leadership training, workshops, seminars, and cohorts
611710	Educational Support Services	Curriculum development, learning design, and education support
611699	All Other Miscellaneous Schools and Instruction	Life-skills, personal-development, specialized nondegree instruction

Opportunity-specific: NAICS 624110 (direct nonresidential youth-support programming), 624190 (direct individual/family assistance), and 541990 (qualifying specialized professional services). Selected SIC: 8742, 8748, 8299; 8322 only for applicable direct social-service scopes.

COMPANY SNAPSHOT

Legal name	THE PHOENIX FIRM, LLC
Founder & CEO	Dr. Renee Fowler Hornbuckle
Business profile	Texas limited liability company Woman-owned business
Service area	Dallas-Fort Worth In-person and virtual delivery
Legacy DUNS	10-486-7090

thephoenixfirmllc.com

drrenee@reenehornbuckle.com