



COMPATIBILITY STATEMENT

At The Advocacy Group, LLC we help organizations address challenges rooted in cultural inequity, via immersive trainings and market research approaches. Our 4-step approach uses meaningful, experiential experiences to help teams connect, empathize and advocate for their target audience. Our team is made up of passionate and experienced people leaders, consultants, anthropologists, researchers.



Diversity & Empathy Training

DIVERSITY & EMPATHY TRAINING

- Team Culture Assessments and calibration
- Experiential bias and empathy extraction
- *Out of the classroom* learning for empathy + advocacy building
- Team planning and strategic implementation
- Ongoing, retained consultation (optional)



DEI Research & Strategy Creation

DEI RESEARCH & STRATEGY CREATION

- Engaging + innovative Qualitative Research Methodologies (Virtual + In-person Options)
- Immersive approaches inspiring advocacy
- Quantitative Surveying
- BIPOC and marginalized community focus



Business Segment Analysis

BUSINESS SEGMENT ANALYSIS

- Resource offering for new and small minority owned businesses.
- Target analysis
- Landscape Assessments
- Competitive Assessments

COMPANY PROFILE

Location Clermont, FL

Type Woman + Minority Owned Small Business

Certifications




NAICS CODES

- 541910- Marketing Research + Public Opinion Polling
- 541613 - Marketing Consulting Services
- 611430 - Professional and Management Development Training
- 611430 - Management Development Training
- 611430 - Personal Development Training
- 541611 - General Management Consulting Services
- 541612 - Human Resources Consulting Services
- 541612 - Personnel Management Consulting Services
- 541612 - Employee Assessment Consulting Services