



Capability Statement

Facilitation Speaking and Coaching Services

CFR & Associates

1000 Town Center Drive., Suite 300

Oxnard, Ca. 93036-1117

Phone: (805) 351-3724

Fax: (805) 351-3745

Web: www.cfrandassociates.com

Email: william@cfrandassociates.com

CFR & Associates is State of California

Certified DVBE, with SB Supplier #

1594860 DUNS #794977954; Cage Code

5NOY5 CVE Verified: SDVOSB # 794977954

-2020

Primary NAICS Code: 541611;

Secondary NAICS Codes: 541612,
541614, 541618

Established: In the State of California on April 1, 2004 - Incorporated 2006

Principal: William J. Osgood, Certified Business and Executive Coach

Major Core Competencies:

- William teaches and leads large audiences and participants in goal setting, team development, leadership development and communication.
- Frequently facilitates meetings and conferences for US Air Force and large businesses themed on teamwork, leadership and effective result management.
- William has personally logged over 5,000 hours of coaching services with executives, CEO's, management teams and other business owners at various stages of their development.

Other Competencies and Specializations:

- CFR is a Coaching Company providing Strategic Planning, Executive Coaching, Sales & Leadership Training, Business Development, Mediation, and Facilitation Experience.
- More than 11 years of experience in executive, leadership, team and business, coaching.
- Developer of a program for small to medium size businesses that is called, "The Selection and Retention of STAR Employees." This system uses the concept of Core Values to help executives hire STAR employees while spending the least amount of time doing so. 80% of the time is spent with the 20% of the candidates you will hire.
- Most of the time, this number is reversed, the company will spend 80% of the time with the 80% of the candidates they will not hire.
- Helping companies manage growth by asking the key questions about Purpose, Mission, Vision, and System and Process Development.

Our Mission: To create financial freedom for the business owner, so they can hire veterans, invest in the lives of their employees and community and leave a legacy of success.

❖ **Client References Upon Requests**