THE SPARKLE IMPACT, LLC

Workforce Capability | Executive Presence | Human Centered AI Capability

CAPABILITY STATEMENT

Greater Chicago Area | Nationwide Virtual Services | info@thesparkleimpact.me | thesparkleimpact.me

The Sparkle Impact, LLC designs and delivers workforce capability, instructional systems design (ISD), and executive development solutions for government, higher education, and enterprise clients nationwide. Led by a Founder & Managing Owner with 24 years of cross-sector performance, the firm translates complex organizational challenges into measurable, procurement-ready outcomes. Proprietary AI-enablement training has produced 100% participant confidence and 89% independent workplace application within one week of delivery.

CORE COMPETENCIES

- Workforce Capability Development & Organizational Performance Improvement
- Executive Presence & High-Impact Leadership Pipeline Coaching
- Human-Centered AI Capability Training & Adoption Support
- Instructional Systems Design (ISD) & Turn-Key Curriculum Development
- Career Readiness & Dynamic Adult Learning Program Design
- Change Management & Cross-Functional Enterprise Facilitation

DIFFERENTIATORS

- Proprietary Delivery Methodologies**:** Leverages the *SPARKLE Framework* and *Capture, Clarify, Create AI Framework* to translate abstract strategy into repeatable frontline workflows.
- Quantifiable Operational ROI**:** Validated history of driving double-digit gains, featuring a 75% reduction in process times and 40–50% faster service resolution lifecycles**.**
- Advanced Executive Governance: Founder & Managing Owner holds an MBA and an MPA, providing advanced fiscal compliance, structural risk management, and rigorous operational oversight.
- Certified Technical Standards: Holds an ICF Associate Certified Coach (ACC) credential, *a* USF DEI Certificate, and a WGU Responsible Use of AI Certificate.
- Sought-After Industry Expertise: Selected speaker/panelist for DePaul University NABA, the AI Business Chamber (150+ leaders), Operation Hope, and ongoing American Marketing Association/WGU engagements.
- Dual-Modality Scalability: Delivers high-engagement workforce workshops both in-person and via nationwide virtual platforms, rooted in Executive Presence.

KEY PERSONNEL PERFORMANCE

The past performance listed below reflects the verified end-to-end service execution and operational history of our Managing Principal across the education, corporate, and nonprofit sectors.

- **Western Governors University | Senior Program Mentor |** 2019–Present
- Deployed workforce frameworks across cohorts. Launched core graduate-level Management & Leadership tracks and executed operational risk simulations (Red Flag Mania); hit 100% relevance and 89% application.
- **Eastern Gateway Community College | Adjunct Instructor |** 2020–2024
- Managed instructional lifecycles and academic coaching for management cohorts, sustaining a 90%+ program completion rate.
- **Center for Excellence in Higher Education | Associate Dean |** 2013–2021
- Facilitated leadership training. Re-engineered workflows, driving a 10% increase in first-term completion among at-risk learners within 30 days.
- **Luna Flooring | Customer Account Manager |** 2015–2018
- Coordinated service delivery for a 300+ subcontractor network; re-engineered workflows to slash resolution times by 40% to 50%.
- **Pitney Bowes | Sales Executive |** 2008–2010
- Led solution design and contract execution for 200+ clients; delivered specialized presentations to C-suite and agency stakeholders.
- **Enterprise Rent-A-Car | Branch Manager |** 2002–2007
  Coached 10+ trainees into leadership; built top training branch ranking #1 across a highly competitive 30-location region.

COMPANY DATA

Owner: Sparkle Sullivan

Credentials: MBA, MPA, ACC

Founded: 2026

Business Size: Small Business

Location: Greater Chicago Area

Delivery: Nationwide Virtual Services

Ownership: 100% Woman-Owned and Minority-Owned Business

UEI: F45DJM5TTM51

CAGE Code: 22AT0

PROFESSIONAL CREDENTIALS

Associate Certified Coach (ACC)
International Coaching Federation

AI Skills Fundamentals
Western Governors University

WGU Coach
Western Governors University

Executive Leadership, Coaching & Influence
LinkedIn Learning (PMI Approved Provider)

BUSINESS CERTIFICATIONS

SAM.gov: Active Registration

Illinois BEP: Certified

NAICS CODES

611430 — Professional & Management Development Training

541611 — Administrative Management & General Management Consulting Services

611710 — Educational Support Services

PROFESSIONAL AFFILIATIONS

American Marketing Association
AMA, WGU Collegiate Chapter
Event Host & Panelist

American Management Association
Member since 2021

Sigma Beta Delta Int'l Honor Society
Member since 2010

CONTACT

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The Sparkle Impact on LinkedIn

SECTORS SERVED

Federal Government	State & Municipal Government	Higher Education	SLED Industries	Corporate Clients	Hospitals & Healthcare