

Contact Information

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- 611430 Professional & Management Development Training
- 624310 Vocational Rehabilitation Services
- 541612 Human Resource Consulting Services
- 611710 Educational Support Services
- 621340 Offices of Physical, Occupational & Speech Therapists & Audiologists
- 541990 All Other Professional, Scientific, and Technical Services

Capability Statement

WayPoint Coaching Inc. is a premier provider of professional and management development training, specializing in leadership programs that elevate performance in government, military, and veteran-serving environments.

Our team—including ICF-certified and NBC-HWC providers, retired SEALs, law enforcement professionals, and civilian experts—delivers world-class coaching, training, and validated assessments. With thousands of coaching hours (including 2,000+ supporting SEALs/SOF, Flag, SES, GS-14/15 leaders, and veterans) and an accessible extended bench of additional ICF-credentialed coaches with military, SES, Flag, and Fortune 500 executive experience, we deliver measurable improvements in leadership effectiveness, resilience, and workforce readiness.

Differentiators

- **Proven Government Delivery:** Completed prime contract with Los Angeles County Department of Military and Veterans Affairs delivering comprehensive executive coaching and leadership development support with measurable outcomes.
- **Military & Government Leadership Expertise:** Extensive experience supporting transitioning SEALs/SOF, veterans, and Flag, SES, and GS-14/15 leaders.
- **Validated Assessment Tools:** Harrison Assessment supports measurable gains in leadership effectiveness, communication, and organizational performance.
- **End-to-End Program Management:** Full lifecycle support from needs assessment through delivery, reporting, and outcomes evaluation.
- **Precision Coach Matching:** Thoughtful pairing of coaches and clients by thinking style and communication preferences to accelerate trust, rapport, and results.
- **Flexible Delivery Capability:** Nationwide virtual and hybrid delivery model capable of supporting geographically dispersed government teams.
- **Cultural & Mission Competence:** Deep understanding of military, veteran, first responder and high-performance government environments.

Client Testimonial

“Their performance exceeded our expectations in every respect...They provided end-to-end program design and execution...The impact of their work was significant. Their coaches delivered high-impact leadership development and transition support that strengthened our leaders’ decision-making, adaptability, and overall effectiveness...”

WayPoint brought a holistic dimension to the program. Their wellness coaching addressed stress management, resilience, physical and emotional wellbeing, and work-life integration, equipping our team with practical tools to thrive in high-pressure environments.

— James Zenner, Director, LA County Department of Military and Veterans Affairs

Core Competencies

- **Leadership Development:** High-impact, data-driven programs including ICF- and NBC-HWC-certified coaching and the Harrison Assessment.
- **Executive & Team Coaching:** Personalized and group coaching grounded in ICF core competencies and enhanced by TypeCoach communication tools, delivered by experienced military, law enforcement, and civilian leadership professionals.
- **Transition & Resilience Support:** Specialized coaching for military-to-civilian transitions, Career Readiness Standards (CRS), Individual Transition Plans (ITP), stress management, and holistic wellness.
- **Harrison Assessment & TypeCoach Integration:** Predictive behavioral insights and communication profiling to optimize talent selection, team dynamics, and leadership development.
- **Trauma-Informed Coaching & Training:** Entire team trained in trauma-informed approaches for high-stress military, first-responder, and government populations.
- **First Responder & Public Safety Programs:** Leadership, resilience, and wellness training for law enforcement, firefighters, and first responders, delivered by our coaches with operational experience and/or cultural competence in these communities.

Past Performance

- **Los Angeles County Department of Military and Veterans Affairs – Prime Contract (Completed):** Designed & delivered a customized executive coaching & leadership development program for senior leadership, including assessments, coaching delivery, wellness integration, and outcomes reporting.
- **SEAL Future Foundation:** Our civilian coaches have 1650+ one-on-one hours coaching transitioning SEALs, using tools including ICF methods and Harrison Assessments.
- **One More Wave Nonprofit:** 100 leadership coaching sessions, scaling veteran impact via ICF techniques.
- **Tribe Task & Purpose:** Designed program and led coaching team for veteran/first responder wellness and transitions.
- **USSOCOM Subcontract (Peak Performance CCT):** Executive coaching for GS 14/15 leaders.
- **HUD SES Subcontract (Peak Performance CCT):** Targeted SES coaching for strategic alignment.
- **Diageo / Smirnoff (global Fortune 500-scale company):** Designed and facilitated an in-person Harrison Assessment workshop for a 10-person executive leadership team.

Value Proposition

WayPoint Coaching Inc. delivers leadership, transition, and resilience programs for government and veteran-serving organizations. We strengthen workforce readiness, improve leadership effectiveness, and support successful military-to-civilian transitions through coaching, assessments, and wellness-focused development.



SEAL FUTURE
FOUNDATION



DIAGEO



TRIBE TASK PURPOSE

PEAK
PERFORMANCE CCT

