

CAPABILITIES STATEMENT

COMPANY OVERVIEW

Established in Ohio in 1989, Zumwald & Company, LLC provides speechwriting, speech coaching, executive communications, and speaking and training. We help leaders innovate so they resonate when they communicate.™

Clients come from many sectors:

- Technology ▪ Engineering ▪ Manufacturing
R&D ▪ Automotive
- Wholesale Distribution ▪ B2B ▪ Professional Services
- Associations ▪ Nonprofits ▪ Education
Health Care ▪ Public Agencies
- Advertising ▪ Marketing ▪ Public Relations

CORE COMPETENCIES

- **Speeches:** Change Management Speeches
Executive Addresses ▪ Motivational Speeches
Keynote Speeches ▪ Award Acceptance Remarks
Diversity, Equity and Inclusion Speeches
Signature Talks ▪ TED Talks ▪ Fundraising Speeches
Speaker Introductions ▪ Building Dedications
Groundbreaking Ceremonies ▪ Welcome Remarks
Retirement Remarks ▪ Anniversaries ▪ Weddings
- **High-Stakes Presentations:**
State-of-the-Company Addresses ▪ Change Management Kickoffs
Competitive Business Pitches ▪ Stockholder Remarks
Product Launches: Live-Streaming Keynotes ▪ Commencement Speeches
- **Video Scripts, Event Scripts and Training Scripts:** Conferences ▪ Employee Meetings
Lectures ▪ Workshops ▪ Webinars
- **Speech Coaching:** In-Person Coaching ▪ Virtual Coaching ▪ Speaker Audits
- **Executive Communications:** Strategic Communications ▪ Talking Points ▪ Opinion Pieces
Statements (Announcements, Employee Messages) ▪ Ghostwriting ▪ Blog Posts ▪ LinkedIn Articles
- **Speaking and Training:** Event Speaking ▪ Custom Training ▪ Writing Coaching
Panel Facilitation ▪ Emcee Work

COMPANY ADDRESS

P.O. Box 206 | Englewood, OH | 45322
www.zumwaldandcompany.com | 1.937.836.6802

COMPANY DESIGNATIONS

Certifications: WBE and WOSB

WBE Cert.: WBE2101250

WOSB Cert.: WOSB211022

BBB Accredited Business

Business structure: LLC

DUNS: 624903154 | **CAGE CODE:** 6RMG6



COMPANY NAICS CODES

711510: Script Writers, Ghost Writers, Writers

611699: Public Speaking Training

541611: General Management Consulting Services

611430: Professional and Mgmt. Development Training

541613: Marketing Consulting Services

541820: Public Relations Consulting Services

541810: Advertising Agency Consulting Services



KEY PERSONNEL AND PRIMARY CONTACT



Teresa Zumwald is the CEO, speechwriter, executive speech coach and executive communications adviser at Zumwald & Company, LLC (teresa@zumwaldandcompany.com or 1.937.836.6802). She works 1:1 with leaders to write and deliver speeches and presentations that change how people think or behave. Since 2012, her speeches have won 27 international, national and regional awards including 20 Cicero Speechwriting Awards from Vital Speeches of the Day.

Among her clients are board chairs, C-suite leaders, entrepreneurs and subject matter experts from the Fortune 500 and other U.S. and international firms including the former owner of two global manufacturing companies based in Europe. She has also collaborated as the writer of a business book, authored by an executive, that was published in 2020 for stakeholders of a private corporation. A second edition is now in progress. In addition, she leads executive communications projects, working closely with executives, managers and administrative staff as well as graphic designers, web developers, videographers, photographers and printers. Over the years, her award-winning writing has been recognized by eight professional organizations, and her work has been published in 50 magazines, journals, corporate publications and online. Ms. Zumwald earned a bachelor's degree in journalism from The Ohio State University and later trained under an international speechwriter and speech coach.

COMPANY DIFFERENTIATORS

Our in-depth interviewing technique used with thousands of leaders over three decades – a process of illumination that inspires a leader's best thinking. And it's the groundwork for developing innovative speeches and executive communications: ones that resonate with every stakeholder.

Our ability to collaborate as a thought partner with leaders to create speeches, presentations and executive communications that change how people think or behave. The result: Leaders stand out – and make an impact – beyond what they ever expected.

Our process for executive speech coaching tailored to each speaker's needs. We provide real-time feedback, delivery modeling and speech manuscripts with color-coded, personalized delivery cues so speakers feel prepared, confident and exhilarated: ready to deliver every line for maximum impact.

REPRESENTATIVE PAST PERFORMANCE

Speechwriting / Speech Coaching: 27 award-winning speeches for leaders in wholesaling (Winsupply), automotive (Advance Auto Parts), health services (John Snow, Inc.), advocacy (Unplanned Good Inc.), diversity/inclusion (Inclusive Leaders Group), investing (confidential), call center recruiting (InnoSource), entrepreneurship (The Entrepreneurs Center), workforce development (The University of Dayton Center for Leadership), a nonprofit (Crayons to Classrooms), plus anniversary speeches

Executive Communications: Writer of a business book authored by an executive – “The Spirit of Opportunity: How Free Enterprise Lets Entrepreneurs at Winsupply Earn Their Own Success” – informed by three years of speeches for this executive plus three years of research/subject-matter-expert interviews

Speaking and Training: “Take A.I.M. – A Better, Faster Way to Create Your Next Presentation,” a 90-minute workshop for leaders in nonprofits/governmental agencies in Preble County, Ohio (100 percent of attendees rated the presentation overall as “excellent”) ■