

Her Mothers Daughter



Corporate Data

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NAICS Codes: 541611 (P), 541612, 541613, 541614, 541618, 541690, 611430, 611420, 611710, 541720, 541910, 611310, 611699, 541930, 541990
PSC Codes: R408, R410, R425, R499, R707, R799, U001, U004, U006, U008, U099, B599, R418, R431
Certifications: Women-Owned Small Business (WOSB) – Self-Certified, Small Disadvantaged Business (SDB)

Differentiators

- Psychology-driven approach focused on sustainable behavioral change.
- Demonstrated success in significantly increasing adoption and retention rates.
- Over 30 years of expertise in organizational development and training design.
- Flexible delivery models including online, hybrid, and in-person programs.
- Broad cross-industry expertise in healthcare, manufacturing, aviation, education, and corporate sectors.
- Recognized Women-Owned, Minority-Owned, and Black American-Owned Small Disadvantaged Business.

About Us

Her Mothers Daughter, LLC is a Women-Owned, Black American-Owned, Small Disadvantaged Business that provides training, instructional design, and change management solutions to federal, state, local, education (SLED), and commercial clients. Founded in 2004 and headquartered in Greenville, South Carolina, the company leverages over 30 years of expertise in organizational psychology, instructional design, and leadership development to deliver programs that drive sustainable adoption of systems, processes, and behaviors. HMD goes beyond traditional training to address the psychology of change, ensuring employees not only learn but adopt new technologies, workflows, and initiatives.

Core Services

- Organizational Change Management
- Custom Training Development
- Instructional Design (eLearning & Interactive Learning)
- Software & AI Training (ERP, CRM, EHR, HRIS, AI)
- Business Process Optimization
- Leadership Development & EQ-Based Programs
- Workforce Transformation & Employee Engagement
- Assessments & Consulting (diagnostic tools, adoption readiness)