

# Her Mother's Daughter, LLC

Organizational Psychology Experts | Training & Change Management

WOSB – Registered

SDB – Registered

Black American-Owned

Shirl Imes, Principal

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(864) 275-1785

www.hermothersdaughter.com

CAGE: 9RPK4 | UEI: VLC3G1NECJM4 | DUNS: 968212410 | NAICS (Primary): 541611

## We Make People *Actually Want* to Change.

HMD delivers training, instructional design, and change management solutions to federal, state, SLED, and commercial clients — combining 30+ years of expertise in organizational psychology with a psychology-driven approach that ensures people don't just learn, they adopt.

### CORE SERVICES

- Organizational Change Management
- Custom Training Development
- Instructional Design (eLearning & ILT)
- Software & AI Adoption Training
  - ERP, CRM, EHR, HRIS, AI tools
- Business Process Optimization
- Leadership Development (EQ-Based)
- Workforce Transformation & Engagement
- Adoption Readiness Assessments
- Diagnostic Tools & Consulting

### NAICS CODES

541611 (Primary) 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

### WHY CHOOSE HMD

- 30+ years in org development & training
- Psychology-driven: solves WHY people
  - resist change, not just how to train
- Proven gains in adoption & retention rates
- Federal, state, SLED & commercial delivery
- Online, hybrid, and in-person programs
- Deep cross-sector experience:
  - Healthcare · Aviation · Manufacturing
  - Higher Education · Corporate Enterprise
- Women-Owned, Black American-Owned SDB —
  - committed to equitable workforce solutions

### SECTORS SERVED

- Federal & State Government Agencies
- Healthcare Systems (EHR / HRIS Rollouts)
- Aviation & Manufacturing
- Higher Education & K-12 (SLED)
- Corporate Enterprise

*"We go beyond training.  
We solve the psychology  
behind change."*

— Shirlette Imes, Principal

**CERTIFICATIONS:** Women-Owned Small Business (WOSB) – Registered | Small Disadvantaged Business (SDB) – Registered

*Your transformation starts here. Let's talk.*

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## HER MOTHERS DAUGHTER, LLC

PO Box 25551, Greenville, SC 29616 | www.hermothersdaughter.com

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