

Her Mother's Daughter, LLC

Organizational Psychology Experts | Training & Change Management

WOSB – Registered

SDB – Registered

Black American-Owned

Her Mother's Daughter, LLC

contact@hermothersdaughter.com

(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."*

— Her Mother's Daughter, LLC

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

Your transformation starts here. Let's talk.

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