



EGAN ROSE CONSULTING

"True resilience is built not on generic theory, but on targeted experiences that confront the realities of the mission."

Suicide Awareness & Prevention Training | Fort Hood, TX | April 2026

Woman-Owned Small Business (WOSB)
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COMPANY DATA

- UEID: FRZ8L2LDYNNM6, CAGE: 07Z73, DUNS®: 132266959, EDWOSB, WOSB - SBA Audited 6/2026
- NAICS: 611430 SECONDARY: 541611, 541612, 541614, 541618, 541690, 611710, 611420
- PSC Codes: R408, R499, RU008, U0099, Strategic Partner: Carahsoft Technology
- CMMC UID: L200002188, L2 - C3PAO Affirmed: 5/8/2026
- DoD ID: 1598676492 WOSB ID: WOSB250090 (Exp. 1/2027)

ABOUT US

Egan Rose Consulting is a **Woman-Owned Small Business (WOSB)** specializing in **human capital risk, operational resilience, and audit readiness**. We leverage our extensive background in **adult education** to address the unique psychosocial challenges of the military environment, delivering **customized, evidence-based training** that deeply resonates with service members and civilian personnel alike.

PRINCIPAL'S FEDERAL CONTRACT EXPERIENCE

Charles Schwab / OCC

Corporate Risk Management D&I & Employee Wholeness (Mental Health)

- Designed and implemented an enterprise-wide employee engagement strategy spanning Corporate Risk Management and HR. Delivered monthly mental health and psychological safety training, reaching audiences of 400-1,000 employees. Administered post-event surveys to measure effectiveness and reported strategy to Executive Sponsors.

OTHER NOTABLE EXPERIENCE

- **Egan Rose Signature Workshops (Commercial):**
Offering multi-session trauma-informed leadership workshops for organizational clients focusing on psychological safety, burnout prevention, and crisis-aware leadership.
- **Egan Rose Vulnerability Workshops (Commercial):**
Facilitating story-driven sessions where leaders practice vulnerability as a leadership skill: normalizing help-seeking, deepening trust, and strengthening team connection.
- **Public/Industry Speaking Engagements:** Delivered keynotes and breakout sessions for audiences ranging from 100-300+ attendees, including the FWMBCC Women's Conference at TCU, Center for Transforming Lives, and the Massachusetts Bankers Association.



**TEXAS A&M UNIVERSITY
SCHOOL OF LAW**



CORE COMPETENCIES & DIFFERENTIATORS

- Specializes in **human capital risk, trauma-informed leadership, and workplace hazard mitigation.**
- Uses **evidence-based methodology** for **suicide awareness and prevention**, grounded in ISO 45003, SAMHSA, and VA Safe Messaging Guidelines.
- Over **20 years of applied organizational experience.**

WHY TEAM WITH US

- **Strengthens prime contractor proposals** by reducing human capital risk.
- **Supports small-business set-asides** providing dedicated resources to prevent WFA in supply chains, and audit readiness.
- We're **Blue Wave Platinum Supplier (1Q26)** and **CMMC L2 (2Q26)** certified; which signals lower supplier risk and solid organizational maturity.
- Applies a **human-centered approach** that tackles the **real causes behind performance and compliance issues.**

FINANCIAL CAPACITY

- Insured / Bonded / Workers' Comp / Auto / Cyber - \$3M
- Payment Methods: Credit cards and government purchase cards accepted



Keidra Norwood

Audience Feedback On Apr 26, 2025

BLVK IN TECH
IMPOSTER SYNDROME

“Unexpected but necessary. Engaging and transparent. Kind and powerful. Honest and hopeful. Knowledge driven. Amazing!”

talkadot

SIGNATURE TRAINING PROGRAM: SUICIDE AWARENESS & PREVENTION

- **Signature Training Program:** Suicide Awareness & Prevention
- **Understanding the Risk Landscape:** Examining prevalence among military/veteran populations, ACEs, and moral injury.
- **Warning Signs & Risk Factors:** Distinguishing acute risk from chronic stressors.
- **Safe Messaging & Communication:** Aligned with SAMHSA and VA guidelines.
- **Psychological Safety as Prevention:** Building unit-level cultures where help-seeking is normalized.
- **Resources, Referral & Response:** Hands-on practice with Crisis Line resources, Army Behavioral Health pathways, and the ACT (Ask, Care, Treat/Escort) model.

FACILITATOR QUALIFICATIONS

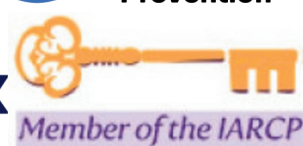
- Keidra Norwood brings **over 20 years of experience in organizational risk and workforce wellbeing**. She holds a **B.A.A.S. in Applied Technology and Performance Improvement** (cum laude, UNT), providing a strong academic foundation in **curriculum development** and pedagogy.
- Her expertise is deeply informed by **lived experience** as the primary caregiver to her combat veteran father, who battled severe mental health crises and ultimately lost his life to suicide. This personal history, combined with her professional credentials, provides unmatched credibility and authenticity when engaging **military audiences**.
- She is also a **contributing author** to Corporate Blues, publishing on childhood trauma and workplace resilience.

KEY CREDENTIALS

- **Mental Health:** Certified Trauma-Informed Coach (Aug 2025); Workplace Trauma Facilitator; Workplace Mental Health Ally (SHRM); AFSP Out of the Darkness Team Lead.
- **Risk & Governance:** Master of Jurisprudence in Risk Management (Texas A&M Law);
- Certified Risk & Compliance Management Professional (CRCMP).



American Foundation for Suicide Prevention



COMPREHENSIVE RISK AVERSE TRAINING SOLUTIONS

STRATEGIC CONSULTING

- Risk Management Frameworks
- Organizational Transformation Methodologies
- Data Analytics & Benchmarking
- Partnership Governance Structures



HUMAN CAPITAL RISK MANAGEMENT

- 20+ Years Practical Facilitation Leadership
- Academic Culture & Governance Understanding
- R1 Level Research Expertise
- Human Centered Risk Management
 - ISO 45003:2021



EGAN ROSE CONSULTING

We don't just offer frameworks; **we craft powerful learning experiences**. Our training is **tailored to meet military members, civilians, and leaders right where they are, tackling obstacles** like transition stress, combat exposure, moral injury, and cultural barriers **head-on**.



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