



THE W CONSULTING GROUP, LLC

Building Bridges, Connecting Resources, Developing Opportunity

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ABOUT The W Consulting Group

The W Consulting Group is a management consulting firm specializing in providing Governmental Relations, Public Affairs, Community Outreach/Engagement, and Business Development consulting services for major business, industry, foundations, governmental agencies, small business, and municipalities across the United States and abroad. Our team of skilled professionals has over 50 years of combined experience in related fields including, Local and State Government, Law Enforcement, Community Development, Organizing and Revitalization, Political Campaign Strategy, Project Management, Disaster Recovery, Construction, Workforce Development & Training, and Event Planning.

OUR SERVICES

Our unique and multi-layered community engagement approach allows for an array of services and options for our clients to select in developing a well-known and recognized brand. We assist our clients in uniquely maintaining their reputation as a premier and widely regarded community partner. Our creative team allows The W Consulting Group to enhance and solidify our client's engagement and presence in the communities they desire to serve.

In addition, The W Consulting Group offers an array of proven and specialized services that will maximize the full potential of each client we serve, including strategic planning, marketing, tailored communications, small business development, active community engagement, and project management.

OUR GOAL

The W Consulting Group strives to be the answer in Building Bridges, Connecting Resources, and Developing Opportunity for the clients we serve. We work to ensure that our client's name and brand are interwoven into the culture of the communities they serve, and their company's brand is widely known and respected. The W Consulting Group is eager and excited to work with your business or organization. We prioritize excellence, efficiency, and effective delivery of services to each of our clients.

OUR METHODOLOGY

The W Consulting Group has established a foundational methodology utilizing a strategic four-pronged - A, B, C, D success model.

It is the mission of The W to:

- **Be the ANSWER** for our clients by utilizing a diverse approach in providing solutions to meet each of our client's specific needs.
- **BUILD BRIDGES** through community engagement, relationship building, and leveraging strategic networks.
- **CONNECT RESOURCES** by linking community investments, employer to employee relationships, strategic philanthropic partnerships, and specific community building opportunities.
- **DEVELOP OPPORTUNITIES** by creating and growing successful entrepreneurs, providing sustainable community economic impact opportunities, creating access for community and economic empowerment, and establishing relevant training models for building and preparing qualified, trained, workforce partnerships across the United States and abroad.

MEET THE CEO TARA WICKER



Tara Wicker was born and raised in the city of Baton Rouge, LA. She is the First Lady of Lighthouse Christian Fellowship Church, which she and her husband, Pastor Michael Wicker, founded in January of 2014. She also served for 12 years as City Councilwoman for the City of Baton Rouge, serving the constituents of District 10. She was the Chairman of the Finance and Executive Committee and chaired the Metropolitan Council Budget Hearings.

MEET THE CEO

TARA WICKER - EDUCATION & EXPERIENCE



Tara has a Master's Degree in Public Administration with an emphasis in Public Policy Analysis. She also holds a Bachelor of Arts Degree in Political Science. Tara served in the Office of the Mayor-President for the City of Baton Rouge as Assistant Chief Administrative Officer during Mayor Bobby Simpson's administration. For several years she worked as a Program Officer and Community Organizer for the Local Initiatives Support Corporation. She established five local Community Development Corporations (CDCs) and championed other community revitalization efforts throughout the City Baton Rouge.

Also, Tara served as Executive Assistant for the Arts Council of Greater Baton Rouge and was the Chairman for the East Baton Rouge Council on Aging. She served for several years as Chairman of the East Baton Rouge Parish Planning Commission and was an active member of the Capital Region Planning Commission (CRPC), Tara served as a United Way Board Member and was the Chairman for the Community Investment Cabinet and Co-Chaired the Women's Leadership Council.



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The "W"...

We Make Things Happen



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