



Alexis Nicole White
Consultant. Strategist. Author.

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CONSULTANT. STRATEGIST. ARTIST.

Mission Statement

ANW Consulting seeks to provide professional services that help small business owners solve their most complex business challenges.

We strive to grow your business by offering honest, reputable, professional counsel that will assist you in meeting your strategic goals with sustainability, improved efficiencies, and increased productivity.



Our Value Proposition

ANW Consulting: *Creating a plan that works!*

For small business owners, time is their most valuable commodity. We understand the need to hire reliable, honest, and trustworthy advisors to assist in achieving their strategic objectives while freeing up their time to operate their business.

With our help, you will achieve your business goals. Whether we partner as a coach or collaborate as a consultant, we will proactively identify strategies for success based on best practices and recommendations geared for optimized success. We will equip you with the tools you need to launch and sustain your valuable products or services successfully.

Biography

ALEXIS NICOLE WHITE, PMP, SMC

CONSULTANT. STRATEGIST. AUTHOR.



Born in **Gary, Indiana**, Alexis lived with her grandparents until kindergarten while both of her parents completed their Bachelor of Science degrees from Purdue University. As a child, she developed a strong sense of creativity with a passion for the arts, such as drawing, reading, writing, and acting. While her parents were supportive of her creative endeavors, her mother enrolled her in the **Detroit Area Pre-College Engineering Program (DAPCEP)**. Unable to relate to the sciences, Alexis would elect to attend the **Detroit High School for the Fine and Performing Arts (DSA)**; until she abruptly relocated back to Indianapolis, Indiana, to participate in a college preparatory program.

Alexis was forced to revisit her dislike for science and mathematics throughout high school and college, focusing on her creative gifts and abilities. After successfully securing freelance writing opportunities and initiating blog, radio, and podcast opportunities, she thought her career was on track to land a journalism career. However, the Great Recession of 2008 met her at graduation. Her inability to land a full-time, permanent position in journalism forced her to seek employment in a different industry.

After months of continuously interviewing with various companies, Alexis finally accepted a **Dish Network** position as an entry-level dispatcher. Although this was far from the “big break” she was seeking when relocating to Atlanta from West Lafayette, Indiana, it was pivotal to establish her career. By collaborating with the technical teams, she learned the value of being strategic within a technical environment. It opened her eyes to the possibility of having a career in the information technology sector.

After migrating to **Ericsson** and joining the Field Service Operations team, Alexis was introduced to Project Management. She began to enrich herself with independent study and obtain critical nuggets from other seasoned professionals. Although the rigorous process initially intimidated her from getting her certification, Alexis never lost sight. Instead, she continued to build her professional skills as she undertook wireless and wireline projects with the LTE upgrade initiative at **AT&T**. Unfortunately, a year into the project, the project stalled out as the organization underwent a reduction of force due to budget constraints.

Suddenly, Alexis was approached to facilitate a major telecommunications overhaul for the **Indiana State Department of Health**. Subsequently, she relocated to her home state to enhance the agency’s legacy infrastructure and telecommunications systems to a digital platform. Alexis singlehandedly supported the Voice over IP (VoIP) migrations and upgrades for multiple locations audiovisual and wireless programs. As she supported over 1,000 end-users across 92 counties and generated instant cost savings for the agency, Alexis grew homesick and decided to relocate back to Atlanta.

Upon relocating back to Atlanta, she continued to expand her skills. After providing oversight of the installation of audiovisual infrastructure, hardware, and software for enterprise customers, she understood she enjoyed mastering technical concepts. From site retrofits to new construction builds, she realized that she did have her hand in science and mathematics in the form of technology.

Presently, Alexis serves as a project management consultant. With over ten years in project management, she provides leadership to high-profile clients from inception to launch. While engaging in pre-sale activities, Alexis supports cross-functional teams to facilitate the end-to-end deployment by providing guidance and counsel on helping businesses undertake achievable goals to actualize project objectives.

In her spare time, Alexis uses her voice to empower the disenfranchised and promote awareness of various social problems, including emotional abuse. She also advocates for young girls to participate in **Science, Technology, Engineering, Arts, and Mathematics (STEAM)** based programs and offers her expertise to support other women in technology. She is a **Lifetime Member of the Purdue Alumni Association**, the **Purdue Black Alumni Organization**, a member of the **International Council of Purdue Women**, Alexis Nicole White is a certified project manager and scrum master with over 13 years of experience implementing Information Technology and Telecommunications projects. Utilizing her expertise, she helps business to solve their most complex challenges by implementing viable solutions to drive change. Specific areas of expertise include infrastructure, data, cyber security, and the mobile workforce. Previous experience also includes voice (wireless and VoIP), audiovisual integrations, digital supply chain, and ERP augmentations. **International Society of Black Project Managers, Technology Association of Georgia (TAG), Blacks in Technology (BIT), and Women in Technology (WIT)**. She also serves as a business coach for **Junior Achievement of Georgia**.



Abbreviated Biography

ALEXIS NICOLE WHITE, PMP, SMC

PROJECT DELIVERY CONSULTANT

Alexis Nicole White is a consultant, strategist, and business coach that offers small business owners the skills and expertise to help them create, scale, and deliver products, services, or results that increase revenue. As a certified project management professional and scrum master with experience leading projects from inception to launch for both public and private sectors, she is adaptable in leading information technology and telecommunications projects. However, she is most passionate about helping small businesses identify and solve complex organizational issues that can impede growth. With her help, business owners can:

- Streamline Operations
- Improve Inefficiencies
- Increase Productivity
- Enhance Customer Experience
- Reduce Waste
- Achieve Goals and Growth

With over 13 years of experience implementing Information Technology and Telecommunications projects, specific areas of expertise include infrastructure, data, cyber security, and the mobile workforce. Previous experience includes e-commerce platforms, software development, voice (wireless and VoIP), audiovisual integrations, digital supply chain, and ERP augmentations.

Reviews & Feedback

"Alexis [Nicole] White is an amazing project manager with a skill set second to none. She is extremely organized and exactly what companies need in a project manager today. She also brings much comfort to customers looking for a true professional in project management. I cannot recommend Alexis White highly enough in the project management space." - Jeff Spain.

"As the Information Security Manager for the Indiana State Department of Health (ISDH), I am responsible for the protection of Indiana's Public Health information. This job is challenging and requires the support of the people I work with. There is no one I can count on more than Alexis Nicole White. Her organizational skills helped me with my duties and led me to improve my management skills. At ISDH, we encountered challenging times with upgrades to cell phones, the voice network, and infrastructure that required coordination with vendors and agency partners. [Alexis] Nicole contributed to the success of these projects with excellent coordination and was able to communicate effectively with management, vendors, and technical staff. Nicole is an asset to the ISDH technical staff and is seen as someone that can be counted on to address critical situations and recommend solutions as well as take the initiative to learn new ways of doing business." - Andrew Thomas.

"Alexis is a highly dependable and respectable professional who strives for the best in all that she does. She has superb verbal and written communication skills. Moreover, she has a highly capable leader with a great personality, making it very easy for her to form positive relationships with people. She possesses unwavering professionalism and good ethics, and the ability to remain calm and well organized at all times." - Joni Moore.



5 Key Points for Business Owners:

THINGS EVERY BUSINESS OWNER SHOULD KNOW BUT MOST LIKELY DOES NOT

1) Project Management is Critical to Success

Projects are undertaken to add value by solving a problem, satisfying a need, complying with a legal requirement, or capitalizing on an opportunity. **Project Management is critical to success** as it helps you to achieve **six things**:

- 1) Be realistic with planning
- 2) Identify a clear focus with objectives
- 3) Create strategic alignment
- 4) Offers a managed process among stakeholders and resources
- 5) Ensures Quality Control
- 6) Reduce Costs by eliminating waste

2) Project management is key to understanding 'what' will be done and 'when'

When undertaking a project, a business owner may only examine two things: the overall investment and the timeline for delivery. They may not understand what needs to be done, and when, in order to achieve their goals. With the help of a project manager, this information is outlined for business owners to understand predecessors and successors as we move forward with delivery of their new goods.

3) Project Management is a discipline developed overtime

Most entrepreneurs create a business based on a key skill they enjoy. With a keen understanding of what that job entails, they may not know how to grow that idea into a scalable business. As a result, when undertaking projects, it can become very overwhelming quickly. Project management applies specific knowledge, skills, tools, and techniques to deliver something of value. A seasoned project manager can work with multiple cross-functional teams while allowing a business owner to continue to focus on the day-to-day operations of their organization. Not only does your project manager addresses all communication, but they also will manage the cost and time of the project from beginning to the end while monitoring and controlling the project to ensure success.

4) Project management is like any other investment in your business

Many business owners limit their understanding of investments. However, *any* delivery of a new product, service or result is just as important of an investment. Therefore, to protect your investment, it is imperative that you hire a consultant to oversee the management of its delivery. It requires an individual with a specific aptitude to fulfill this obligation in tact and with integrity.

5) All projects come with risks

When we think about 'cause and effect,' we think consequences. Similarly, in the world of project management, with every action, there is a risk associated with it. Risk can render both positive and negative results. However, it takes a trained practitioner to understand how to identify, evaluate, prevent, mitigate or transfer a risk to minimize the impact. Likewise, one must know when to accept a risk, exploit it (to yield a positive result), or escalate it. For best results, have a project manager identify and prevent the potential impact from devastating the project. Lastly, a project manager's job is always to keep the project moving forward, with minimal disruption to the scope, schedule or budget.

Oh, my God! I need help

... AND HOW ANW CONSULTING CAN HELP
YOU!



The Transition:

As entrepreneurs transition into their new roles as small business owners, you begin to realize you cannot manage to operate the business while refining your strategic business goals. You have all the information you need to run the business, whether delivering a specific skill or product, but you need a team to prepare for the next level.

The Next Level: Growth, Expansion, and Acceleration

When you decide it's time to introduce new products services or prepare to scale, the decision to grow requires precision. However, you may not know exactly *how* to do it.

ANW Consulting offers two distinct services to guide business owners on how they can still actualize their vision while growing their businesses. Not only can you expand, but you will also have the right resources to help you thrive.

- Business Coaching
- Consulting

WHAT IS THE DIFFERENCE?

1) What is the difference between a business coach and a consultant?

As a business coach, I can help you achieve your goals through accountability, strategy, and support. However, as a consultant, I can help you solve the nuances of your challenges. Although both options will help you identify and confront the obstacles preventing you from moving forward, some are able to resolve their needs on their own whereas others need additional support.

2) How would I know which service to choose to help with the launch of my products or services?

If you're a self-starter, who only needs some guidance to help generate fresh and new ideas on your own, coaching is a great start. We will focus on your inner abilities to help you to think outside of the box. Alternatively, if you know you do not have the capacity (or desire) to identify a strategy, create and manage the plan, scope, resources (vendors, suppliers and equipment), cost and schedule, then consulting is a better option for you.

3) How do I add value to my business with either option?

Together, we will effectively strategize on how to help you meet your goals. With this partnership, you will collaborate with a certified project manager and proven consultant with years of experience delivering projects successfully. We are here to be your sounding board and offer tangible solutions that can be executed in real time.



5 Lessons Learned as a Project Manager: COMMON MISTAKES PEOPLE MAKE AND HOW TO AVOID THEM



1) Ask, ask, ask, ask the question!

There is truly no such thing as a 'dumb' or 'stupid' question. If you have a question, you do not understand, and it is not clear. Never be afraid to ask the question. Asking a 'goofy' question can be the thought that no one else had and can raise awareness to a mission-critical issue that can be deemed a 'show-stopper.' Ask the question until you get an answer that is satisfactory to your liking.

2) Never make assumptions about anything.

In project management, nothing is as straightforward as it seems. When individuals sell you something, it is their job to complete a sale. However, you need to understand how it will help your business, why it is required, and what will be delivered to yield an excellent return on investment. You need to fully understand both the high-level and details of what you're undertaking and understand the total cost of ownership once that purchase is made.

3) Document everything; do not leave anything up to a recollection.

Email is one helpful way to document and track conversations with modern-day technology. However, this is not enough. Business owners need to take detailed notes of each meeting and discussion (which is why a project manager is helpful in most cases) to ensure you're retaining project records accordingly. Another practical tool to aid in this process is Microsoft OneNote to have real-time meeting notes. It is collaborative, integrates well with other Microsoft tools such as Outlook, and allows you to import files into one notebook for retention purposes.

4) Learn as much as you can regarding your project for yourself.

As a stakeholder, you need to understand what is communicated to you. It's not enough to rely on your Subject Matter Experts (SMEs) to guide you, especially if they are affiliated with a vendor supporting your project. It would help if you asked vital questions regarding the project's status, health, and spending. More importantly, if it is a technical project that you're embarking upon, it is important that you can follow any technical jargon and conversations with ease. It is helpful if you're able to read any drawings such as:

- Wire drawings to see how things will connect
- Schematics to understand electrical requirements
- Rack elevations to understand the storage requirements of the panels, routers, switches, and cable management
- Site architecture to understand the layout of the environment once deployed.

5) Familiarize your Statement of Work (SOW) and know it inside and out.

Your Statement of Work (SOW) is one of the most critical artifacts of your project. It outlines what the deliverables are, requirements, assumptions, constraints, and pre-determined high-level risks associated with this project. It also provides clarity on who's responsible for delivering what (you or your vendor) in order to be a success.



5 Discussion Points: INSPIRATIONAL, AND MOTIVATIONAL TOPICS OF ENGAGEMENT

1) I was labeled as "not college material" by my guidance counselor.

Everyone is coachable if allowed to learn. There is power in your potential, but societal constructs are often developed to constraint and limit people.

2) "The Great Recession" helped me identify my career path; Covid-19 thrust my career path.

Find opportunities to improve even in the darkest times.

3) Delay is not denial, but it's time to restructure.

When opportunities seem null, revisit your goals and restructure your path. Use non-traditional tips to improve.

4) Pivot at any time to defend your goal.

Delays are not denial, but when it seems as though you're being re-routed, find a purpose to make a pitstop on your journey—however, never lose sight of your long-term goals. Remain optimistic, enthused and prepare for success.

5) You own the vehicle for your professional journey.

Most corporations tell people, "you own your career," but they do not give you the vehicle to achieve what you'd like to accomplish. Some may give you a roadmap, others may provide a succession plan; but they don't disclose what it takes to get there (level of effort and commitment). For most, the fastest way to achieve your goals it's advisable to move around, get curious and pursue what intrigues you at this moment.

Contact Information & Links

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