



CANDIDLY UNSED

LIFE & LEADERSHIP COACHING

VETERAN OWNED SMALL BUSINESS

FOUNDED IN 2021 BY ZORMARAH LYDA



CAPABILITIES STATEMENT

Candidly Unsed blends holistic coaching with strategic leadership development, rooted in real-world application. We partner with public, private, and government entities to empower today's individuals to become tomorrow's resilient leaders. We don't just teach skills—we cultivate mindset shifts that create a lasting impact across organizations and communities and equip professionals with the skills needed to lead and thrive in a constantly changing business landscape. We help you get comfortably uncomfortable so change can happen.

DIFFERENTIATORS

INTERACTIVE & IMMERSIVE EXPERIENCES



Incomparable work ethic and executive experience in government. Accelerates growth personally and professionally. From the Pentagon to the White House, we use real people, in real time with real-world scenarios to reinforce learning and leadership.



UNIQUE APPROACH TO COACHING

Using a holistic approach, Candidly Unsed integrates individual experience with professional development to foster well-rounded, resilient and confident leaders.



ACCOUNTABILITY & GOAL SETTING

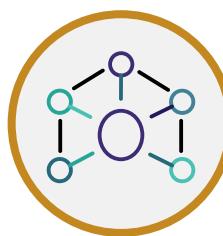
Your time is our intention. We empower clients to set clear, measurable goals and build the discipline to follow through with purpose and integrity to stay consistent.

CORE COMPETENCIES



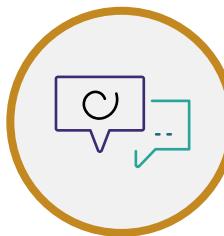
RESILIENCE TRAINING

Equips individuals and teams to navigate change, overcome setbacks, and maintain momentum under pressure.



WORKFORCE DEVELOPMENT

Move beyond skill-building to cultivate mindset shifts that drive long-term impact at every echelon.



LIFE COACHING

CU builds authentic, confident, & charismatic communicators who inspire trust and collaboration at home and at work.



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PERSONAL PAST PERFORMANCE

Candidly Unsed is the subject matter expert in resilient coaching and leadership development. We are looking to build upon our personal experience to obtain professional past performance as a subcontractor for organizations that are interested in reshaping the mindset of tomorrow's leaders, today.

Organizations that thrive with Candidly Unsed are not afraid of discomfort; they embrace it as a gateway to innovation, equity, and integrity. If you're building a workplace where leadership is candid, communication is clear, and people are empowered to show up fully—then we're aligned. Let's work together.

CERTS



VSBE

A valued Veteran Owned Business based in Maryland.



RBLP-T

Certified trainer that builds resilient organizations that can learn and change and lead effectively.



RBLP-C

Certified to analyze performance and implement strategies aligned with broader organizational goals.



CLEARED PROFESSIONALS

Candidly Unsed has a track record of good conduct, discretion and loyalty to our clients in all sectors.

 @candidly_unsed

 Candidly Unsed LLC

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