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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DUNS: 048498809 NAICS: 611430 NAICS: 541611 NAICS: 812990

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CERTS

VSBE

A valued Veteran Owned Business based in Maryland.

RBLP

Get certified to build and lead resilient teams.

RBLP-C

Experienced managers coach your team to solutions, Implement change and bring Improvements and Innovation to the workplace.

RBLP-T

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

AUTHORIZED TRAINING PARTNER

Get certified partner to teach (RBLP) instructor-led exam prep courses (3, 4, and 5 modules).

CLEARED PROFESSIONALS

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

PERSONAL PAST PERFORMANCE

Candidly Unsed is the subject matter expert in resilient coaching and leadership development. We serve as an authorized training partner to train and certify leaders through the Resilience Building Leadership Program (RBLP).

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.

@candidly_unsed

Candidly Unsed LLC

https://www.linkedin.com/company/candidly-unsed-llc