



COMPANY OVERVIEW

Most teams don't have a skill problem. They have a performance problem.

PhenomComm helps organizations close that gap. Through **The Upgrade Framework™**—a practical methodology designed to create lasting behavior change—we help leaders and teams translate knowledge into consistent communication, execution, and improved performance. Our track record spans corporate, public sector, and high-volume operational environments, including proven results delivered within award-winning airport terminals.

Core Competencies

- ∞ **Executive Leadership Development** – Develop leaders who take ownership, make better decisions, and drive consistent execution
- ∞ **Team Performance & Alignment** – Strengthen communication, accountability, and follow-through so teams execute with greater consistency
- ∞ **Organizational Development** – Drive lasting behavior change in how people think, communicate, and execute across the organization

Differentiators

- ∞ **The Upgrade Framework™** – A proprietary methodology addressing the three drivers of lasting change: mindset, skills, and environment
- ∞ **Leadership-to-Frontline Expertise** – Dual capability in executive coaching and frontline service training, enabling organization-wide alignment from vision to execution
- ∞ **Multi-Stakeholder Coordination** – Proven ability to align and train diverse teams including airlines, contractors, retail partners, and government agencies
- ∞ **End-to-End Performance Improvement** – 20+ years delivering full-cycle solutions from needs analysis to sustained performance outcomes

Reach & Capacity

Based in New York, serving NYC metro & national clients. Able to serve 50-person departments to 2,000+ employee operations.

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Past Performance

LaGuardia Airport Terminal B – Premium Service Excellence

World's Best New Airport Terminal 2023 | 5-Star Skytrax Rating

- ∞ Facilitated terminal-wide training program spanning retail, food & beverage, contractors, airlines, and TSA officers
- ∞ Conducted terminal audits with simultaneous performance coaching and feedback
- ∞ Served as exclusive GX trainer, providing specialized instruction and program delivery (Sep 2021 – Apr 2024)
- ∞ April 2024: 2,000+ trained; Net Promoter Score = 70

JFK Terminal 8 – Employee Engagement & Performance

URW Guest Experience Management

- ∞ Implemented employee engagement initiatives to elevate customer experience amid active terminal construction
- ∞ Monitored and analyzed performance metrics to drive operational excellence (ASQ score improvement QoQ)
- ∞ Delivered customer service training programs across terminal concessions

JFK Terminal 4 – Restaurant Service Transformation

JFKIAT/SSP America Partnership

- ∞ Delivered comprehensive customer service consulting for full-service dining operations including one-on-one coaching and performance analysis
- ∞ Developed sustainable training model for ongoing performance management

Public Sector Training & Development

Government Agency Performance Excellence

Multi-year Executive Coach & Conference Trainer

SC Dept of Public Health | SC Vocational Rehabilitation

Additional Experience

Corporate Training & Development

Delivered professional development to 1,000+ corporate and higher education professionals across healthcare, energy & public sectors

University of SC | PRISMA Health | Dominion Energy |
Midlands Technical College | Carolinas Credit Union League

Certifications & Industry Codes

MWBE: NYC & PANYNJ | **NYCPS:** PHE676571

NIGP: 918-38, 924-60, 961-61, 924-35, 924-05, 924-16

NAICS: 611430, 611699, 541611, 541612

SIC: 8742-28, 8742-64, 8742-33