



NO CO NS 4

VSNWKS™
IMPACT
REPORT





WE'RE JUST DIFFERENT AND WE LOVE THAT

At VSNWKS.™, we envision a world where founders, CEOs and their organizations from all walks of life are thriving economic drivers in their communities, creating legacies that inspire and empower others. Our mission is to equip leaders with the strategies, tools, and insights they need to scale their businesses and maximize their impact.

Since 2017, we've worked to break outdated systems and build better ones, delivering unique solutions in communications/pr, operations management, and In our consulting services. Headquartered in College Park, GA, VSNWKS.™ stands at the intersection of *faith + media + marketplace + impact* partnering with clients to turn bold ideas into sustainable success.



SUSTAINABLE BUSINESS
EQUITABLE ECOSYSTEMS
CREATING CONVERSATIONS
TELLING STORIES
TELLING THE TRUTH
PRACTICING EXCELLENCE
EMBRACING HUMANITY
ECONOMIC FREEDOM
PRIORITIZING LEARNING
EQUIPPING LEADERS
A BETTER TOMORROW

CEO REFLECTION



2024 has been a year of powerful moments that reminded us why we do what we do at VSNWKS.™. From the incredible honor of partnering with ForbesBLK as a local advisor for Atlanta—which led to ringing the bell at Nasdaq—to traveling for client site visits in NYC and Colorado, this year has been a masterclass in showing up for our people and building impact-driven businesses.

Our lunch and learns brought us closer to the heartbeat of our community, sparking conversations that fueled ideas and solutions. These moments weren't just highlights; they were defining chapters in our story. They reminded me that every challenge we've faced—every time we've had to rebuild, rethink, and refocus—has prepared us for this season of growth.

At the core of all this, I'm just proud of how we've shown up as a team. The energy, the commitment, and the belief in our mission have been the real MVPs this year. As we head into 2025, I'm feeling fired up. We've planted seeds that are about to bloom, and we're just getting started. Let's keep building, breaking systems, and showing up for each other. That's how we win.

2025 is the year of scaling impact and stepping boldly into our next chapter. At VSNWKS.™, we've laid a strong foundation, and now it's time to amplify our reach, refine our methodologies, and deepen our influence in the communities we serve. With the public launch of The BLKCEO Journal, we're positioning ourselves as a thought leader and a partner in growth for diverse founders. I see 2025 as a year where we not only grow our client base but also strengthen our internal team, ensuring we have the capacity to support our bold vision. 2025 is the year we challenge ourselves to think bigger, move faster, and deliver even greater results. Together, we'll continue breaking barriers, building better systems, and proving that success isn't just about profit—it's about purpose.

**THERE WAS CERTAINLY *MORE*
TO BUILD IN 2024! BUT IN
2025 WE ELEVATE AND
EXPAND**



OUR VALUE

At VSNWKS, we pride ourselves on delivering exceptional value to our clients through our two core service areas: Communications and Operations. Each area is designed to drive success, enhance efficiency, and create lasting impact, helping our clients build strong foundations for growth and innovation.

Communications: Building Stronger Connections

In today's fast-paced world, effective communication is the cornerstone of any successful business. Our Communications service area focuses on developing clear, compelling, and authentic messaging that resonates with target audiences. We understand the importance of building a strong brand presence and crafting communications strategies that align with our clients' goals. Whether it's through public relations, media outreach, content creation, or internal communications, we help clients strengthen relationships with their stakeholders, improve brand perception, and amplify their message in a competitive marketplace.

By crafting tailored communication strategies, we ensure our clients' voices are heard and understood. This approach fosters trust, loyalty, and engagement, which are essential in today's crowded digital landscape.

Operations: Streamlining for Efficiency and Growth

Efficient operations are the backbone of any thriving business. Our Operations service area is dedicated to optimizing processes, improving workflows, and enhancing productivity to drive measurable results. We work closely with our clients to identify bottlenecks, streamline procedures, and implement systems that increase efficiency. Whether it's refining business strategies, enhancing supply chains, or improving overall organizational performance, our goal is to help clients reduce costs, maximize resources, and scale effectively.

By focusing on both short-term efficiency and long-term sustainability, we enable our clients to stay agile, competitive, and ready for growth, regardless of the challenges they face.



**The Standard Is
Excellence**

CLIENT VISITS



This year has been one for the books at VSNWKS™! We've truly enjoyed every moment spent during site visits and client events. There's something special about stepping into the environments where our clients bring their visions to life and connecting with them in person. Each visit allowed us to strengthen our partnerships, celebrate wins, and dive deeper into the stories that make each business unique.



We're incredibly grateful to our clients for welcoming us into their spaces and sharing these experiences with us. These moments are a testament to the trust and collaboration we've built together, and they've inspired us to deliver even greater results.

As we look to 2025, we're excited to increase the frequency of our visits and deepen these connections. Face-to-face time with our clients continues to be one of the most valuable aspects of what we do, and we're committed to making these interactions even more impactful in the year ahead.





VSNWKS™ x ForbesBLK

In 2024, our partnership with ForbesBLK grew to new heights. From hosting the welcome reception at the ForbesBLK Summit to participating in exclusive discussions.



This year marked a defining moment for VSNWKS as our CEO, Sean James, stood alongside the ForbesBLK community to ring the closing bell at Nasdaq. The electrifying energy of this historic occasion symbolized not only a milestone but a profound commitment to dismantling barriers, fostering equitable economies, and nurturing a culture of connection, collaboration, and change.

"Standing on that stage, I was overwhelmed with inspiration and hope. It was a reminder that community-building is not easy, but it is undeniably worthy work," he shared. Drawing from the African proverb, "If you want to go fast, go alone. If you want to go far, go together," Sean underscored the collective strength of communities in shaping impactful change.





As a company rooted in Atlanta, VSNWKS proudly champions the entrepreneurial spirit of the city. ForbesBLK's decision to bring their summit back to Atlanta highlights its status as a beacon of Black excellence and innovation. The city is not just a hub of success stories but a community where Black entrepreneurs thrive, collaborate, and push boundaries.

Sean continues to lead VSNWKS with a mission to amplify these voices and create platforms that inspire future generations. Together with local leaders like Sabrina, Monique, Yahminah, and National Advisor Kelly, VSNWKS remains committed to leveraging its influence to support the vision of a more equitable and connected entrepreneurial landscape.



Looking ahead to 2025, Sean will retain his role as the ATL Advisor, further amplifying and empowering ForbesBLK's mission to dismantle barriers and foster opportunities for Black entrepreneurs and innovators. His unwavering dedication to community-building and collaborative leadership will continue to drive meaningful progress and elevate Atlanta as a cornerstone of Black excellence.





FINDING OUR NEW HOME

A Vision For Growth

Relocating Our HQ - 2024 marked a transformative year for VSNWKS.™, as we charted a path for growth by relocating our headquarters to the vibrant business landscape of College Park, Georgia. This move reflects our strategic commitment to fostering deeper connections within the community and positioning ourselves for greater impact on the regional and national stage. Our vision is rooted in economic development, innovation, and an unwavering dedication to supporting businesses that drive inclusive economies.

College Park has become more than a location—it's a foundation for our future. The move allows us to work closer with key stakeholders, government officials, and organizations that align with our mission. This new HQ, based in Ward II, places us at the heart of a dynamic ecosystem of opportunity, innovation, and growth.

BRINGING OUR VISION TO LIFE

Capital Campaign Launched

RACE TO \$5K

In 2024, VSNWKS. launched its first-ever Capital Campaign, setting a bold goal to raise \$5,000 in support of building out our vision to empower and elevate service-based businesses. The campaign marked a pivotal moment in our journey as we rallied our community of founders, CEOs, and supporters to invest in the future of VSNWKS.

This initiative was more than a fundraiser; it was a testament to the shared belief in the transformative power of our mission. Through strategic outreach, personalized communication, and a transparent approach, we were able to connect with individuals and organizations who resonate with our commitment to innovation, leadership, and service excellence.

The funds raised during the campaign are earmarked for key initiatives designed to expand our impact, including the development of enhanced branding and digital tools, operational infrastructure, and resources to support our growing community of service business leaders.

Thanks to the generosity of our contributors, we are closer than ever to making our vision a reality. While the campaign's financial goal was modest, its success has created a solid foundation for future growth and deeper community engagement. This milestone is a reflection of the trust our supporters have in VSNWKS and serves as a launching pad for the impactful work that lies ahead.

Donate Here



Special Thanks To Our Supporters

Visionaries Circle

*Tasha
Karen
Max
John*

Builders Collective

*Keisha
Tevin and Lisa*

Momentum Makers

*Rambeau Realty
Hope Community Collaborative*

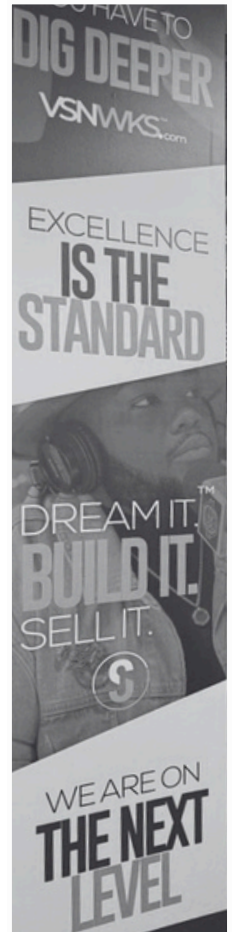
Catalyst Club

*Jice
Randall and RDV Trucking*

Legacy Founders \$1000 +

Sean

We extend our heartfelt gratitude to everyone who contributed to the Capital Campaign and to those who continue to believe in the vision and mission of VSNWKS.™



LUNCH AND LEARNS



As we continued to prioritize knowledge sharing, collaboration, and community engagement through our signature Lunch and Learn series. This year, we proudly hosted four impactful sessions, both at our headquarters in Atlanta and at select off-site locations, each designed to inspire, educate, and connect professionals in our industry and beyond.

Our Lunch and Learns have always been about more than just a meal and a meeting. Each session this year focused on themes integral to modern leadership, branding, and operational excellence. From interactive workshops on web development strategies to discussions on public relations in the digital age, attendees walked away with actionable insights and a renewed sense of purpose.

The sessions featured an array of guest speakers—industry leaders, seasoned entrepreneurs, and rising innovators—who brought diverse perspectives and expertise to the table. By facilitating these conversations, we reinforced our commitment to bridging knowledge gaps and driving meaningful change within the professional community.

At VSNWKS, we believe that growth isn't confined to boardrooms or office walls. Hosting Lunch and Learns at off-site locations allowed us to engage with a broader audience, including founders, CEOs, and aspiring leaders from various sectors.



THE PIVOT

In Q3 of 2023, VSNWKS.™ embarked on a transformative journey, pivoting our focus toward operations management. This shift was initiated with our first operations client, Distinct Tax Consulting Group, who entrusted us with leading their strategic growth initiatives and staff training. Our engagement with Distinct Tax was a pivotal moment, as it allowed us to showcase our ability to create tailored solutions that drive efficiency and position businesses for long-term success. By refining their internal processes, implementing strategic frameworks, and upskilling their team, we set a new standard for what VSNWKS.™ could achieve in operations support.



Building on this momentum, 2024 became a year of significant progress as we partnered with the Economic Development Association for Black Communities (EDABC) in Colorado. As a Fractional COO, our role extended beyond traditional consulting; we became an integral part of EDABC's mission to empower Black-led communities through economic development initiatives.

What Next?

Through these engagements, VSNWKS.™ has solidified itself as a trusted partner in operations management, empowering organizations to scale sustainably while achieving their strategic goals. This pivot has not only expanded our service offerings but has also deepened our impact in fostering economic empowerment and organizational excellence.



CASE STUDY



VSNWKS had the privilege of working with a non-profit client in Colorado to implement transformative solutions that have set the organization on a trajectory of sustained impact and growth. The partnership focused on strategic staffing, program development, operational efficiency, and fundraising initiatives, all tailored to support the organization's unique mission and community needs.

The collaboration began with addressing a critical gap in capacity. VSNWKS proposed and will facilitate the hiring of two pivotal roles in 2025: a Membership Coordinator and a Program Coordinator. These roles were designed with competitive salaries and performance-based incentives to attract top talent.

VSNWKS worked closely with the organization to refine their planning and evaluation processes, making each event and initiative more impactful and aligned with strategic objectives. This collaboration not only increased the quality of programming but also allowed the organization to better serve its community.

Operational efficiency was another cornerstone of this engagement. By introducing scalable operational frameworks, internal workflows were optimized, enabling the organization to deliver services with greater speed and effectiveness. These enhancements laid the groundwork for long-term sustainability.

This case study underscores the power of tailored strategies and collaborative efforts in overcoming challenges. Through its partnership with VSNWKS, this Colorado-based non-profit has not only elevated its operations but also deepened its impact within the community. The journey illustrates how strategic innovation and dedicated collaboration can transform the potential of mission-driven organizations.

**Every Business Is On A Journey.
Keep moving and growing.**





SEANJMS.TM

Amplifying our CEO's Personal Brand SEANJMS. Sean continues to lead as a visionary, building his personal brand through public speaking, writing, and launching The BLKCEO Journal. By aligning his voice with the mission of VSNWKS.TM, we're amplifying our influence and reach.

In 2024, the SEANJMS. brand experienced a remarkable evolution, emerging as a multifaceted platform that bridges creativity, community, and advocacy. Through a series of groundbreaking programs and events, SEANJMS. transformed from a personal brand into a powerful movement designed to inspire, empower, and connect.

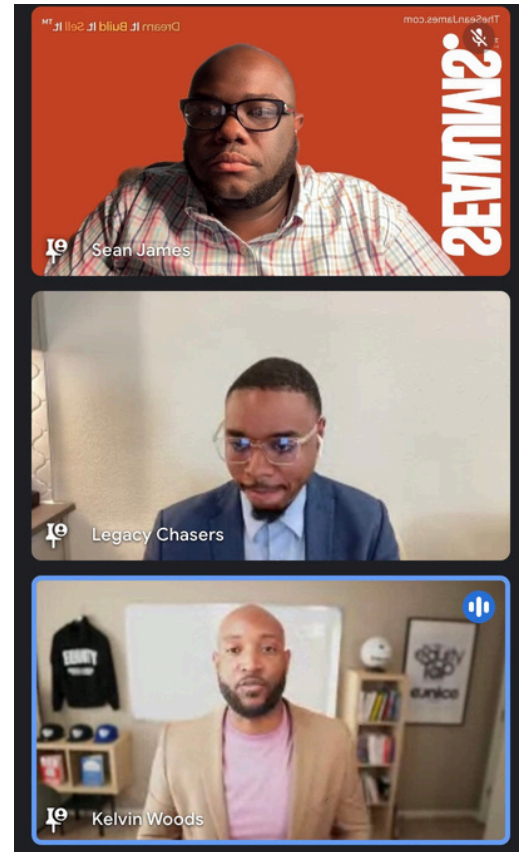
The launch of SEANJMS Studios signaled a new chapter in creative storytelling. By blending content creation with powerful narratives, the studio became a vehicle for elevating brands and amplifying voices. From campaign videos to visual storytelling projects, SEANJMS Studios redefined how stories of purpose and progress are told.



SEANJMS. *X* **BLKCEO**
LOUNGE

The BLKCEO Lounge Podcast + Virtual Meet Up

Community became a central theme of the SEANJMS journey with the introduction of the BLKCEO Lounge Series. These dynamic gatherings sparked critical discussions around entrepreneurship, leadership, and equity, fostering collaboration and experiences within spaces that matter most.



Among the highlights of 2024, one initiative set the stage for transformative impact: the soft launch of The BLKCEO Journal. Designed as a premier publication for Black entrepreneurs, this endeavor represents a bold step forward in the SEANJMS brand's mission to champion economic empowerment and foster a thriving entrepreneurial ecosystem.

The journey has only just begun, but the vision is clear. As The BLKCEO Journal prepares for its official launch, it promises to be a symbol of resilience, innovation, and progress. SEANJMS remains committed to building this legacy, creating a future where Black entrepreneurs thrive and leave an indelible mark on the global economy.

While the full-scale rollout is on the horizon, the journal made its debut at the 124th National Black Business Conference, where its presence underscored its potential to become a cornerstone of Black entrepreneurial excellence.





During the conference, SEANJMS co-hosted the Black Capital Summit, a dynamic event aimed at addressing funding disparities and unlocking opportunities for Black-owned businesses. Sean moderated the fireside chat, *Beyond Lending: Building Ecosystems for Startups*, featuring Christian Williams.

This engaging discussion explored holistic approaches to fostering innovation and sustainability in Black-led startups, further solidifying the journal's relevance and alignment with community needs.

Looking ahead, The BLKCEO Journal is poised to offer a blend of insights, resources, and inspiration tailored specifically for Black business leaders.

Each issue will feature in-depth articles, practical tools, and success stories from trailblazing entrepreneurs. More than just a publication, it will serve as a platform to amplify underrepresented voices and equip entrepreneurs with the knowledge and strategies needed to excel.





MERCH, MERCH AND MORE MERCH

Shop Now



FIGHT TODAY
FOR A BETTER

MAKING AN IMPACT

The SEANJMS. Foundation was established with the core mission of promoting economic empowerment through targeted initiatives. We believe education, job placement, and entrepreneurship are key pillars for achieving sustainable economic empowerment. Through educational scholarships, facilitating mentorships that lead to job placements, and providing early entrepreneurship support to promote business sustainability, the SEANJMS. foundation aims to create pathways for individuals and those who support them to overcome obstacles and achieve their full potential. We hope through our efforts, we are fostering a more inclusive and equitable society where everyone has the opportunity to succeed.

Our Scholarships

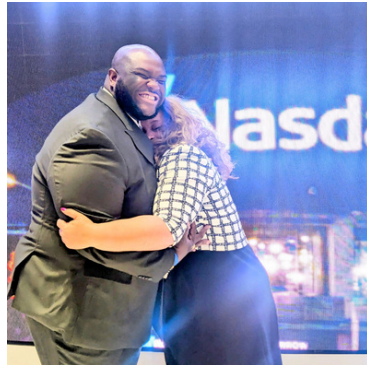
- SEANJMS.™ Entrepreneurship Scholarship
- SEANJMS.™ BLK Men's Leadership Scholarship
- SEANJMS.™ The Least, The Last and The Left Behind Scholarship

Our Mentorship Program

The SEANJMS. Mentorship Program is designed to empower the next generation of leaders, founders, and CEOs by providing guidance, support, and real-world insights. Founded by Sean James, this program focuses on helping aspiring entrepreneurs and professionals navigate the challenges of starting and scaling businesses. Through personalized mentorship, participants gain valuable skills in leadership, business, operations, branding, and public relations, all tailored to their unique goals and industries. SEANJMS. is committed to fostering a community of growth, where mentees receive not only expert advice but also the inspiration and motivation to unlock their full potential and achieve sustainable success.

SEANJMS. Foundation founded in 2017 supports students and emerging business owners with educational scholarships, internships, and early entrepreneurship support for business sustainability. In 2024, we add the Harold James Scholarship for Grandparents Who Are Parents Again in honor of Sean's grandfather Harold James who transitioned June 23, 2023.





WORK WITH US

At VSNWKS, we are driven by a commitment to excellence, innovation, and collaboration. Over the past year, we've continued to build meaningful partnerships, deliver top-tier service to our clients, and position our company for future growth. As we move forward, we are excited to expand our team and welcome talented individuals who share our vision and values.

We are always looking for forward-thinkers and passionate professionals to join us. Whether you're an experienced leader, a creative designer, or a strategic mind in business operations, there is a place for you at VSNWKS. Together, we can achieve great things and make an impact across industries.

If you're ready to work with a team that values integrity, creativity, and results, let's connect. Join us in shaping the future of service businesses and driving innovation.

JOIN OUR TEAM

For opportunities, partnerships, or inquiries, reach out to us today. Let's build the future together.



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THANK YOU

2025 Theme

Elevate and Expand

