



Capability Statement

Overview

Dr. Frederick C. Sanders, MCC, also known as **The Freedom Architect™**, owns and operates **Liquivity LLC**, an international coaching, public speaking, training, and publishing firm with expertise in providing customized solutions for public and private-sector clients. Dr. Sanders is an award-winning coach offering over 20 years of cumulative expertise in several specialties including: executive coaching, leadership development, keynote speaking, corporate trainings, and facilitation. His recurring clientele experiences results aligned with their values and missions. They consistently testify that working with him has profoundly impacted performance and productivity.

Vision. A world where the highest sense of agency, integrity, and freedom fully emerges among all life on Earth.

Missions

- Giving people back to themselves so they can design their grandest visions of freedom.
- Generating a movement of 1,000+ BIPOC male master/doctoral level coaches.
- Leading the restoration of intimacy, dignity, and humanity to masculinity.

Values

- Total, uninterrupted freedom
- Transformative, disruptive leadership
- Intentional authorship
- Valiant stewardship
- Perpetual, holistic self-mastery
- Unapologetic vulnerability

Credentials & Awards

- 2023 Best Executive Coach Award - Gold Winner
- Graduated with a M.A. & Ph.D. in Professional Coaching & Human Development
- Designated Master Certified Coach (MCC) by the International Coaching Federation (ICF)
- Certified and registered ICF mentor coach
- Certified in executive (systemic) coaching
- Certified in Ontological, Mindful, Ecological (OME) coaching framework
- Certified in Cognitive Behavioral Coaching (CBC) framework
- Certified in Diversity, Equity, and Inclusion (DEI) framework

Core Competencies

Executive Coaching:

- Leads coaching teams and partners with BIPOC leaders to shift into transformative ways of thinking, leading, and living

Leadership Development:

- Facilitates corporate leadership trainings in mindfulness, effective communication, executive presence, and vision creation

Keynote Speaking:

- Speaks at both virtual and in-person conferences, discussion panels, podcasts, webinars, and workshops

Diversity, Equity, & Inclusion Visionary:

- Developed DAISI™: The Core of DEIBJ framework with critical acclaim
- Serves as DEI Coach for CoachHub

"I recently read an article in the Harvard Business Review. The article recommends that you hire and work with lifelong learners. The World Economic Forum is calling for a global reskilling revolution. The skills that are a necessity for this reskilling revolution include resilience, adaptability, digital, design and effective communication, which Dr. Sanders embodies. He views life through a lens of learning and excellence and sustainability. I've found him to be a champion for others and he knows that gives gain and that his success is bound to the success of the entire ecosystem and all its members."

—BETTIE J. SPRUILL, IDEAL COACHING GLOBAL

Highlights of Impact

- Director of coaching and client transformation for **The Vision Investment** firm
- Facilitator of transformative vision and mission training for the **African-American Leadership Forum**
- Facilitator of coaching career incubator training curriculum for **Ideal Coaching Global**
- Lead panelist and facilitator of professional development for **Intuit** executives
- Author of the *The Successful Coach Blueprint for Introverts (2024)*
- Rave reviews for his doctoral dissertation entitled *Secret Vows: Cultic Underpinnings of Performative Masculinity among Adolescent Black American Christian Males*
- Featured in *Heart & Soul Magazine*, on *Top Performance Coaches* list, and numerous podcasts.

Partial List of Clients & Partners

Now actively serving leaders, executives, entrepreneurs, professional athletes, entertainers, or politicians within non- or for-profit corporations, sports clubs/franchises, talent or PR firms, higher-learning and governmental institutions – both domestic and international.

Organizations served include:

amazon



Google



∞ Meta

intuit

Uber

SPACEX

Key Contracting Information

Company Name: Liquivity LLC

D-U-N-S® Number: 118161239

Point of Contact: Dr. Frederick C. Sanders

- Ph.D. in Professional Coaching & Human Development
- Master Certified Coach (MCC) + ICF Mentor Coach

Designations:

- Award-winning executive coach
- Small business
- Minority-owned business

Experience:

- Over 2 decades of expertise in leadership, coaching, public speaking, training, and education

Hire
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PHD • MCC

