



Illinois Tollway  
**DIVERSITY**

*Driving Economic Opportunities*

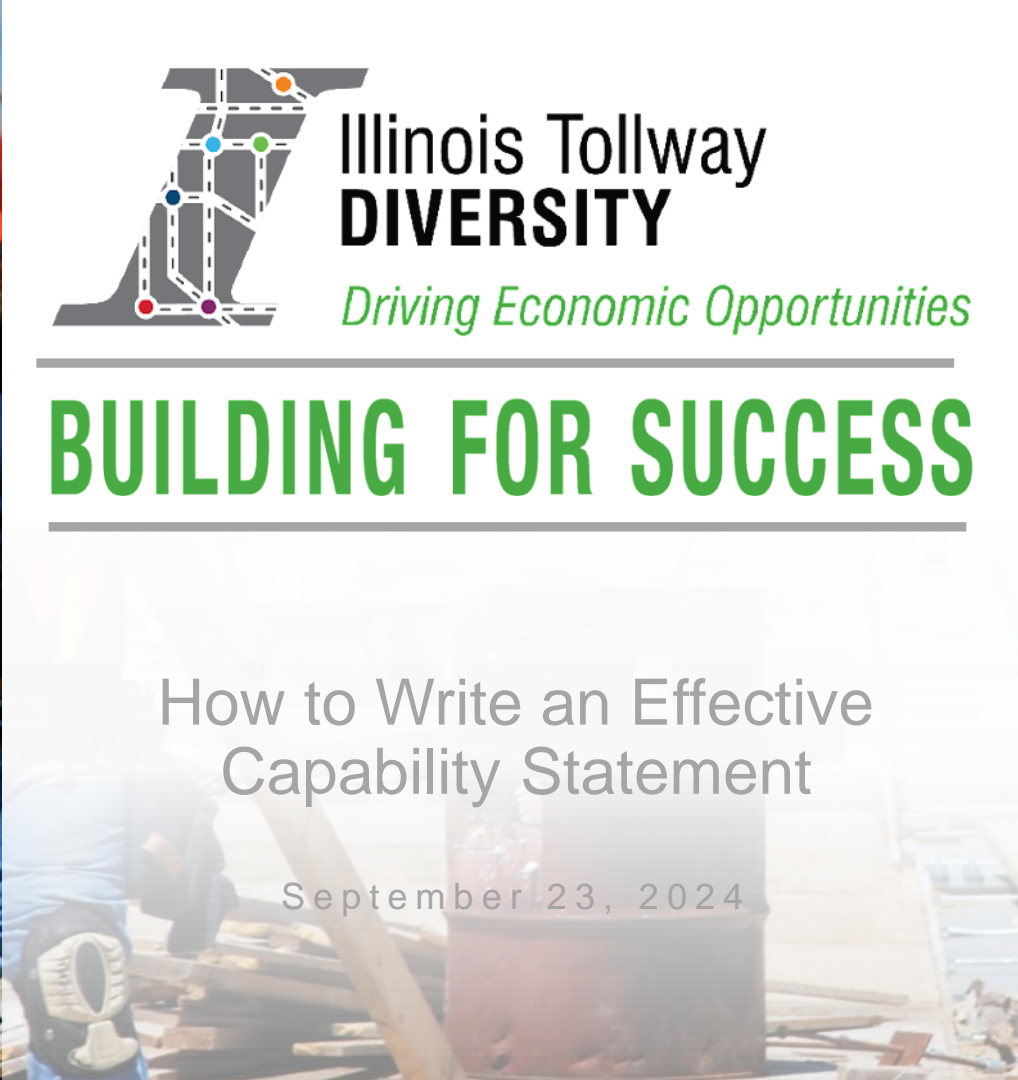
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# BUILDING FOR SUCCESS

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How to Write an Effective  
Capability Statement

September 23, 2024



# HOUSEKEEPING RULES

## Housekeeping Rules



# WELCOME & INTRODUCTIONS

## How to Write an Effective Capability Statement

**Gabriela García**

Specialty Consultant  
Illinois Tollway Technical Assistance  
Program administered by IHCC



# TECHNICAL ASSISTANCE

POWERED BY THE ILLINOIS TOLLWAY

*Equipping Businesses for Success*

Administered by



Gabriela Garcia

September 23, 2024





# **How to Write an Effective Capability Statement**

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3/24/2025

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# Illinois Technical Assistance Program

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## **Program Goal:**

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The Illinois Tollway Technical Assistance Program is designed to prepare emerging and established transportation-related construction and professional engineering services firms, including small, diverse and veteran-owned businesses to participate on highway and vertical construction contracts.



# Illinois Technical Assistance Program



## WHAT Services are offered? (*Contractors & Subcontractors*)

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- Strategic Planning, Business Development and Marketing Support
- Estimating Support
- Support with prequalification(s) and registrations
- Certification Support Services (DBE, MBE, WBE, VBE, SDVOSB)
- Small Business Initiative (SBI) Registration
- Financial Resources
- Risk Management Coaching Resources (Bond, Insurance & Safety)
- Support to prepare a responsive bid package and an in depth understanding of contract documents and deliverables
- Exploration of Illinois Tollway Diversity Programs and Bid Incentives including:
  - Construction Works
  - Earned Credit Program
  - Partnering for Growth (P4G Mentor Protégé)







## What is a Capability Statement?

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- Document that showcases your company's expertise, services, strengths and key differentiators
- Business development tool
  - Market your business to potential clients
    - Government & Private sectors
    - Prime Contractors







## Why is it important?

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- Resume for your company
- Helps you stand out
- Introduction to your company
- Demonstrates your company's capabilities and capacity
- Requirement for some agencies





## Elements of a Capability Statement

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- Company Overview
  - Summary of your company
    - Include brief history, mission and core services
- Core Competencies
  - Company's strengths
- Differentiators
  - Specialized certifications, technologies, what makes your business unique?





## **Elements of a Capability Statement - continued**

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- Past performance
  - Examples of successfully completed projects relevant to your target audience
  - Include project name & details
- Company Data
  - Business name, contact details, DUNS number, NAICS codes
- Certifications & Awards/Recognitions
  - Relevant certifications (DBE, WBE, MBE), industry awards
- Associations





## Company Overview

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- Company background and mission statement
- Brief summary on services and expertise





## Core Competencies

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- Highlight your skills and services
- Focus on areas that align with your target clients





## Differentiators

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- What makes you different
  - What gives you a competitive edge
  - Certifications, technologies, years of experience





## Past Performance

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- Showcase work tailored to your target audience
- Include
  - Project name
  - Description and scope
  - Outcome







## **Company Data, Certifications, Awards/Recognitions**

- Company name, address, phone, email and website
- DUNS number NAICS codes
- Certifications
  - DBE, MBE, WBE, VBE
    - Include certifying agency
- Industry awards
  - DBE of the Year





## Layout

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- Clean and concise
- Bullet points
- Branding consistent with your website
- Limit to one page
- Include professional visuals





## **Tailoring your Capability Statement**

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- Adjust your competencies and past performance based on the target agency
- Use industry language and terms
- Emphasize areas that align with specific opportunities





## **Distributing your Capability Statement**

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- Share with your Technical Assistance Provider
- Share at networking events and industry conferences
- Send it to prime contractors or agencies
- Include it in your website
- Have it accessible in your email





# Example & Template

## CAPABILITIES STATEMENT

*indep*

### CONTACT

T: 773-799-9554  
E: [dana@indepchl.com](mailto:dana@indepchl.com)  
W: [www.indepchl.com](http://www.indepchl.com)  
4201 West Irving Park  
Road, Suite 201  
Chicago, IL 60641

### CERTIFICATIONS

- WBE Metropolitan Water Reclamation District of Greater Chicago (MWRC)
- WMBC Commission on Equity & Inclusion (CEI)

### SERVICES

- Technical Assistance Provider
- Work Force Agency & Contractor Liaison
- Operational and Document Control Services
- Quality Control & Project Management

### NAICS CODES

- 23710 - Highway, Street, and Bridge Construction
- 541011 - Administrative Management and General Management Consulting Services
- 541018 - Other Management Consulting Services
- 541330 - Engineering Services
- 611430 - Professional and Management Development Training

### AFFILIATIONS

- Hispanic American Construction Industry Association (HACIA)



### FIRM OVERVIEW

INDEP Consulting is a Chicago-based Woman Owned and Operated Consulting & Contractor Advisory Firm and Technical Assistance Provider, specializing in Project and Program Specific DBE Support Services, Contractor Controls, Technical Assistance, and Business Development in government contracting. The firm provides affordable, ethical and competent, results-based services and support.

The firm's principal, **Dana Tascon-Harder**, is a long-time Construction Industry professional. She has worked for and with Vendors, Professional Services Firms, Technical Assistance Providers, Subcontractors and General Contractors, large and small. This experience lends to her unique and global perspective and an unconventional but effective approach to bridging gaps, making connections, forming and strengthening relationships, and helping Contractors, Agencies and Professional Services firms organize, connect, grow, thrive and sustain.

### CORE COMPETENCIES

#### CONSTRUCTION MANAGEMENT

##### AGENCY EXPERIENCE

- Illinois State Toll Highway Authority
- Illinois Department of Transportation
- Chicago Department of Transportation
- Metropolitan Water Reclamation District
- Cook County Forest Preserve
- US Army Corp of Engineers

##### DIVERSITY

- Project and Program Specific DBE Support Services
- Work Force Diversity Recruitment and Implementation
- DBE, MBE, WBE and VBE Certification Application Support
- Former Diversity Advisory Council Advocate of the Illinois State Toll Highway Authority (earned Credit Program)

##### COMPANY INFRASTRUCTURE

- Operations & Logistics (Office & Field Workforce)
- Documentation & Infrastructure Protocol
- Personnel & Field Work Force Recruiting
- Employee Training
- Contract Compliance
- Agency Pre-Qualification Support

##### TECHNICAL ASSISTANCE

- Illinois Tollway Technical Assistance Program Acting Program Manager & Lead Specialty Coach
- Small Business Transportation Resource Center Coach (SBTRC)
- Procurement Technical Assistance Center Coach (PTAC)
- HACIA Executive Fellow Specialty Coach

WWW.INDEPCH.COM

## Capability Statement



LOGO

PO XXXXX  
XXXX, PA 1900x

Contact: xxxxxxxxxxxxxx

Tel: 215.xxx.2698  
FAX: 215.xxx.090x

Email: xxxxx@xxxxxxxx.com

### NAICS:

541611  
541614  
541618  
561110

Gate Code:  
xxxxx

D&B:  
xxxxxxxxxxxxxxxx

### Certifications:

XXXXXXXX is certified in  
XXXXXXXX and XXXXXX by the  
XXXXXX and is expert in  
XXXXXX

### BUSINESS SUMMARY:

The Summary should be a paragraph that tells your reader who you are and what you do. If you wish, the paragraph can include a brief history of the business.

### CAPABILITIES

Areas of expertise – types of work you can do for your client. Use short sentences or bullet statements. This should not be a long narrative about your capabilities or areas of expertise.

### FACILITIES AND EQUIPMENT:

List all facilities, equipment and resources used to manufacture the products or provide the service(s). Include unique qualifications, techniques and approaches used to perform work, including any state-of-the-art equipment or capabilities that are part of your business.

### EXPERTISE:

A brief summary of your expertise, as well as that of your key personnel/staff, highlighting their education and technical experience as it relates to your business.

### CUSTOMERS:

Provide a list of at least three or four of your key customers, past or present. Company names are sufficient.

### LIST CONTACTS

### SUMMARY

Capability Statement should be no more than 2 pages – remember, keep it simple, but tell the reader what makes you special and why they should choose to do business with you. This can be used as a stand-alone document to market your business, or attached to any pertinent literature you may already have, which will complete the story you want to tell about your business. This along with a simple cover letter can introduce your company to any government agency or large business.



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## Gabi's Tips

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- Be concise
- Think of your client, customize
- Clean layout
  - Think about how it would look if it is printed in black & white
- Have a working copy that you can continue to update as you complete work
- Have someone else review
  - Your Technical Assistance Provider





**Michael Mendez Silva**  
***Program Manager & Administrator***  
**[MMendez@ihccbuisness.net](mailto:MMendez@ihccbuisness.net)**





# DIVERSITY AND STRATEGIC DEVELOPMENT

## Programs

- ConstructionWorks
- Diversity Webinar Series
- Earned Credit Program
- Partnering for Growth Program
- ROCIP
- Small Business Initiative
- Technical Assistance Program

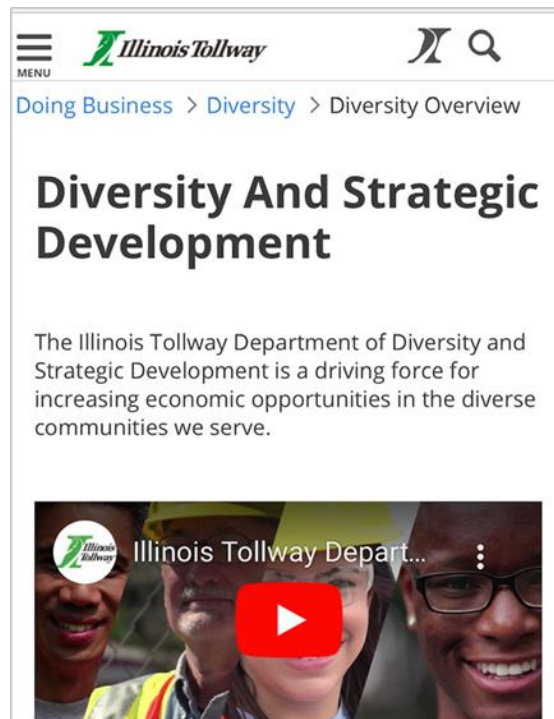
## Initiatives

- Virtual outreach sessions
- Training webinars
- Contracting opportunity emails

## Register for Tollway Diversity alerts!

- [lponce@getipass.com](mailto:lponce@getipass.com)

**Visit [illinoistollway.com](https://illinoistollway.com) to get started**



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# QUESTION & ANSWER SESSION

# DIVERSITY AND STRATEGIC DEVELOPMENT

## Programs

- Business assistance
- Mentoring and training
- Construction industry training and hiring opportunities

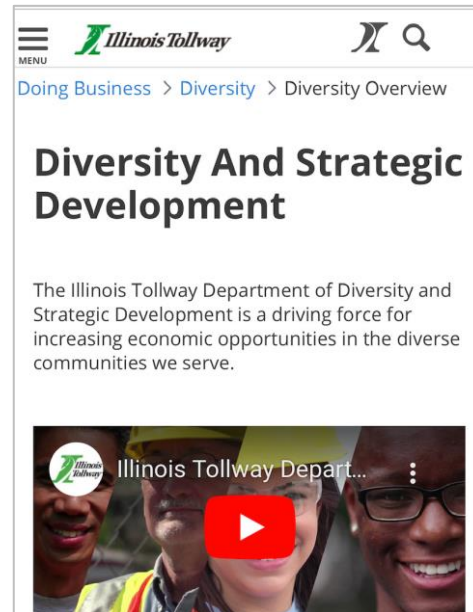
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## Register for Tollway Diversity alerts!

- [lperez@getipass.com](mailto:lperez@getipass.com)

Visit [illinoistollway.com](https://illinoistollway.com) to get started





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# SOCIAL MEDIA





# THANK YOU

