



# AGENCY INITIATIVE

BUILDING LEADERS AND ORGANIZATIONS TO MEET THEIR MOMENTS THAT MATTER

## Press Release

FOR IMMEDIATE RELEASE

### The Agency Initiative Achieves WBENC Certification

**Austin, TX – August 5, 2024** – The Agency Initiative is proud to announce that we have been certified by the Women’s Business Council - Southwest (WBENC), the largest third-party certifier of women-owned businesses in the U.S. This prestigious certification affirms our commitment to diversity, equity, and inclusion in the business landscape.

The WBENC certification is a significant milestone for The Agency Initiative, reflecting our dedication to fostering a diverse and inclusive environment. As a certified women-owned business, we are excited to leverage this opportunity to expand our reach, collaborate with other WBENC-certified businesses, and contribute to the growth and success of women-owned enterprises.

“We are honored to receive the WBENC certification,” said Kristen Kavanaugh, Co-founder of The Agency Initiative. “Being a woman-owned business is deeply important to me because it represents the strength, resilience, and innovation that women bring to the business world. This certification not only acknowledges our efforts in promoting diversity and inclusion but also opens doors to new opportunities and partnerships. We look forward to continuing our mission of empowering leaders through authentic storytelling and courageous leadership.”

For more information about The Agency Initiative and our offerings, please visit [www.agency-initiative.com](http://www.agency-initiative.com).

**About The Agency Initiative** The Agency Initiative is dedicated to empowering leaders to BE and DO what is authentic to them. Founded by Kristen Kavanaugh and Mike Randolph, the company focuses on translating personal stories into authentic leadership brands and building high-performing teams. With a commitment to dynamic culture, strong connections, evolving customs, and strategic capabilities, The Agency Initiative is at the forefront of cultivating courageous leadership.

**About WBENC** The Women’s Business Enterprise National Council (WBENC) is the largest certifier of women-owned businesses in the United States and a leading advocate for women business owners and entrepreneurs. WBENC certification is a meticulous process that validates the business is at least 51% owned, controlled, operated, and managed by women.

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