

[b.] Team b. Strategy + *Capabilities List*

Strategy *Think it through, plan it out*

We view strategy as the cornerstone of all our service lines. Our team members take the time, do the legwork, and develop careful plans that help our clients achieve their goals. Team b. leverages tools, networks, and relationships to understand the bigger picture and positions our clients to make maximum impact.

- Management Consulting & Advisory Services
 - Mission & Vision Plans
 - Positioning
 - Perspective Crosscheck
 - Relevant Issues
 - Executive Coaching
- Strategic Plan Development
 - Corporate Branding Exercises
 - Future Planning
- Assessments & Analytics
- Program Evaluation & Executive Reports
- Research & Networking
- Organizational Development
 - Competency Models
 - Succession Plans
 - Enterprise Learning Strategy
 - Talent Development Plans
- Strategic Engagement
- Stakeholder Identification
- SME Consultation/ Collaboration
- Thought Leadership
- Working Groups
- Business Process Development & Plans
- Table-top Exercises

Communication *Tell your story, pique their interest*

We understand that communication is a two-way street and that's why we can help you deliver the right information, to the right people, at the right time. Our approach to understanding your goals and your audience's perspective leads to dynamic awareness campaigns that leave an impression and inspire action.

- Communication Plans
- Classified Communications (up to Top Secret)
- Messaging
- Speech Writing & Talking Points
- Document Development & Review
- Presentations & Content
 - Newsletters
 - Whitepapers
 - Case Studies
- Customer Relations
- Meeting Facilitation
- Budget Justification
- Public Relations
 - Outreach & Public Awareness
 - Press Releases
 - Media Relations
 - Award Nominations
 - Media Training

Design *Visualize your ideas, create an experience*

We blend creativity with functionality, ensuring that every design not only looks polished, but serves a purpose. From concept to execution, we elevate your brand to mobilize your organization and customers with thoughtful and impactful design solutions.

- Brand Identity
 - Style Guidelines
 - Logo Development
 - Signage Designs
 - Template Creation
 - Office Wall Murals
- Graphic Design
 - Infographic Design
 - Photography Editing
- Document Design
- Newsletter Design
- Illustration
- Video & Animation
 - Explainer Videos
 - Promotional Videos
 - Corporate Videos & Interviews
 - Social Media Videos
- 2D/3D Animation
- Design Thinking
 - Consulting
 - Design Strategy
 - Brand Strategy
- User Experience
 - Web Design
 - Information Architecture
 - Wireframes
- Site Maps
- Content Template
- Mock-ups
- Site Audits
- UX Guides

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Marketing *Reach your audience, inspire action*

We offer a variety of marketing solutions that help you connect with your audience. We can start from scratch and conduct market research, develop a strategic marketing plan custom tailored for you, and help you implement the steps of that plan.

- Promotion & Positioning
- Social Media Marketing
- Target Audience & Stakeholder Identification
- Ad Campaign Creation

Training *Develop your workforce, educate your customers*

We create effective training programs and curriculum to reach your employees or customers. We cater to various learning styles and specialize in in-person, online, and blended training programs that will ensure consistency, no matter where or when lessons are delivered.

- Needs Identification & Analysis
 - Task Analysis
 - Competency Mapping
 - Skill Audits
 - Learning Path Development
 - Performance Improvement
- Materials Design
 - Storyboards
 - Instructional Outlines
 - Case Studies
 - Accessibility & Inclusivity
- Product Development
 - Prototypes
 - Interactive eLearning Modules
 - Custom Training Manuals
 - Simulation Exercises
 - Video Tutorials
 - User Guides
- Process & Implementation Support
 - Training Delivery
- Facilitation
- Train the Trainer
- Workshops
- Quality Assurance
- Training Evaluations
 - Learning Analytics
 - Survey Design & Development
 - Assessment Design & Analysis

Government Relations *Engage your government, accomplish your goals*

We provide legislative advocacy, regulatory counseling, and agency advocacy to facilitate the interaction between our clients and congress, governmental regulators, and the legislative and regulatory arms of government.

- Congressional Affairs
- Issue Advocacy
 - Messaging
 - Print & Media Material Creation
 - Coaching & Materials
- Bills
 - Track & Monitor
 - Legislative Summaries
- Legislative Hearing, Public Testimony, & Agency Meeting Preparation
- Implementation Plans & Playbooks
 - Development
 - Workstream Coordination
 - Stakeholder Communication & Information Sharing
- Materials
- Research & Subject Matter Expertise
 - Key Areas of Interest
 - Industry Expertise Access & Support
- Strategic Partnerships

Events *Connect with people, gain insight*

We curate events that provide opportunities for collaboration and thought leadership with an emphasis on relationship-building and information exchange. Whether in-person or virtual, we foster impactful ways to connect with public and private sectors to further your goals.

- Event Planning & Management
 - Budget Management
 - Logistics & Space Requirements
 - Venue Selection
 - Travel Arrangements
 - On-site Logistics & Support
- Exhibit Booth Coordination
- Registration Management
- ADA Compliance & Requirements
- Tours & Team Building Events
- Speaker Recruitment
- Content Development
 - Messaging & Awareness
 - Social Media Marketing & Promotion
 - Event Website Creation
 - Event Branding