

# team b.

STRATEGY +

## ABOUT US

### What we do

We are Team b. Strategy + and we are here to accomplish one thing: help our clients and partners succeed.

We work with small businesses, big businesses, government agencies, national laboratories, and non-profits with goals as diverse as their business categories. We help our clients reach their target audiences through awareness and education. The result is clients who are able to engage people, promote ideas, sell products, gain support, and make an impact.

### Mission

We combine strategic planning and creative ideas to help you achieve your goals. We help you define your objectives, devise a strategy, and implement your plan.

### Vision

Our vision is simple. It is to work shoulder-to-shoulder with our clients to help accomplish their goals. We take time to learn our clients' environment, understand their pain points, and bring achievable solutions to the table.

## OUR PROCESS

- 1.** We listen.  
You're the reason we're here, so we want to hear about your goals, ideas, and challenges from your perspective. We are also interested in hearing from your customers, competitors, legislators, and stakeholders, so we will be in touch with them as well.
- 2.** We devise a strategy.  
Using the information we gather from our research, we will work with you to come up with a strategy to help you tell your story and reach your goals.
- 3.** We implement.  
Our talented team will work to refine messaging, produce graphics, train your workforce, facilitate events, and deliver your campaign to customers.
- 4.** We measure success.  
We like adding value, so we have evaluation on the brain from the start of each project. This helps us ensure our initiatives are aligned with your strategic goals and provides us a clear way to measure the impact across your organization.

## 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.

## 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.

## 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.

## Design *Visualize your ideas, bring your story to life*

We can translate the most complex ideas and data into visual stories to help clients show - rather than tell - audiences what they are all about.

## 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.

## 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.

Proud to be a Woman-Owned Small Business

Facility Cleared Vendor

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