

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

### Strategy *Think it through, plan it out*

- 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*

- 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*

- 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

### Marketing *Reach your audience, inspire action*

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

## Training *Develop your workforce, educate your customers*

- 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*

- 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*

- 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

## Change Management *Drive clarity, bring others along*

- Readiness Assessments
- Organizational Management
- Organizational Design
- Benefits Mapping
- Change Approach
- Roadmapping
- Implementation Planning
- Strategy & Support
- Communications Strategy & Support
- Engagement Strategy & Support
- Measurement
  - Data collection
  - Feedback Analysis
  - Corrective Action