

# team b.

STRATEGY +

## 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 implement.

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 devise a strategy.

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.

## Company Snapshot

- Founded in 2011
- Woman-owned small business
- Certified military spouse-owned business
- Facility cleared vendor
- Cleared employees
- Nationally and internationally recognized company
- More than a decade of federal government experience
- Virtual

## Past Performance

### *National Nuclear Security Administration*

Provide strategy, communication, marketing, design, training, government relations, and events support.

### *Office of the National Cyber Director*

Provide project management, strategic communications and engagement, policy, and playbook drafting & tracking.

### *Oak Ridge National Laboratory*

Provided strategy, communication, marketing, design, training, government relations, and events support.

### *Pacific Northwest National Laboratory*

Provided training support.

# Capabilities

## 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, 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.

## 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.

## 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.

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

We provide effective organizational change management strategies, training, and the engagement necessary to keep critical priorities on track.