



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 Planning
 - Executive Coaching
 - Positioning
 - Perspective Crosscheck
 - Relevant Issue Monitoring
- Strategic Plan Development
 - Executive Workshops
 - Corporate Branding Exercises
 - Future Planning
 - Assessments & Analytics
- Program Evaluation & Executive Reporting
- Research & Networking
- Engagement
- Framing



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.

- Outreach & Public Awareness Campaigns
- Congressional Affairs
- Communication Plans
- Classified Communications (up to Top Secret)
- Message Creation & Delivery
- Newsletters
- Whitepapers
- Customer Relations
- Meeting Facilitation
- Public Relations
 - Press Releases
 - Media Relations
 - Case Studies
 - Award Nominations
 - Speaking Nominations
 - Content Creation
 - Media Training
- Social Media Content Generation



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
- Brand Identity
- Target Audience & Stakeholder Identification
- Social Media Marketing
- Ad Campaign Creation



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.

- Visual Communication
 - Infographic Design
 - Illustrations
 - Photography Editing
 - Signage Design
- Brand Identity
 - Logo Design
 - Brand Guide
 - Social Media Graphics
 - Business Cards
 - Templates
- Video Production
- Print Design
 - Document Layout
 - Slick Sheet Design
 - Newsletter Layout
- Web Design
 - Mock-ups
 - Wireframes
 - Site Map
- Design Thinking
 - Brainstorming Sessions
 - Storyboards
 - Word Maps



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.

- Instructional Design
 - Talent & Performance Management Practices Development
 - Needs Assessment
 - Job Analysis
 - Instructional Design & Development
- Learning Analytics
 - Survey Design & Development
 - Scorecard
- Assessment Tool Selection
- Assessment Design & Analysis
- Statistical Analysis
- Organizational Development
 - Competency Modelling
 - Succession Planning
 - Enterprise Learning Strategy Development
 - Talent Development Plans
- Training Delivery



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.

- Policy Analysis
- Issue Advocacy
 - Messaging
 - Print & Media Material Creation
 - Training Material Development
- Bill Tracking & Monitoring
- Talking Point Development
- Legislative Summaries
- Legislative Hearing, Public Testimony, & Agency Meeting Preparation
- Strategic Partnership Building