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SeaPort-e



Communications and Management Solutions

In a business environment that's more complex and dynamic than ever, your success depends on creative, agile and value-driven solutions. Powell Strategies blends technical expertise with business innovation to tackle the rapid-fire challenges that industry and government leaders face.

Powell Strategies empowers decision-makers to achieve specific, measurable outcomes by providing:

- **Analytic Services** – We assist decision makers by defining requirements and assessing the environment.
 - Research and Analysis
 - Program Evaluation
 - Policy Evaluation
 - Performance Metrics
 - Qualitative and Quantitative Assessments
 - Organizational Analysis
- **Operational Support** – Applying best practices and efficiencies to reduce risk, ensure quality and keep to schedule.
 - Program and Project Management and Consulting
 - Quality and Risk Management
 - Business Process Improvement/Re-Engineering
 - Strategic Planning
 - Strategic Communication
 - Change Management
- **Outreach and Engagement** – Developing and implementing customized and integrated solutions for maximum impact.
 - Customized Outreach and Recruiting Campaigns
 - Customized Integrated Marketing and Communications Campaigns
 - Stakeholder Engagement/Stakeholder Management
 - Training and Education Consulting
 - Facilitation
 - Video Production Support

Powell Strategies doesn't just augment your team; we become part of it. We assimilate your mission and collaborate with you to craft solutions custom-tailored to your unique capabilities, requirements and performance goals.

A Philosophy Built on Your Success

We form partnerships based on trust and integrity. For Powell Strategies, our clients' success isn't just a priority--it is the *only* priority.

We also know a collaborative approach provides richer solutions so we won't hand you a packaged answer. We work with your team to uncover the solutions unique to your specific challenges.

The Powell Strategies team provides the management flexibility, market agility, problem-solving skills and technical innovation you need to cut costs, increase efficiency and assert your market position.

Past Performance

Communication and Media Analysis

Communication Research and Impact Assessment

Office of United States Marine Corps Communication

Provides onsite subject matter expertise for strategic communication and information sharing supporting continued development, implementation and sustainment of communications initiatives for the Marine Corps. Research & analysis activities include: environmental scanning; stakeholder engagement and analysis; measuring communication initiative and campaign effectiveness.

Results: Provides analysis and interpretation of the external environment and identification of relevant issues and trends to inform programmatic decisions. Evaluates the effectiveness of communication programs and initiatives to inform future planning.

Technical Writing, Communications Planning, and Brand Development

Technical Writing and Graphic Design Implementation

Department of Education, Office of the Inspector General, Investigation Services

Provides onsite technical writing, develops and implements internal and external communications plans, designs presentation, publication, and marketing materials to expand the impact of the office through targeted outreach and engagement.

Results: Communication plans and outreach strategies generate awareness of the role of the OIG to stakeholders, Congress, media, the public, and educational influencers, and educate Department employees, grant recipients, and Student Financial Assistance program participants on how to recognize fraud, waste, and abuse of federal education funds. Graphic design support increases brand recognition and promotes the value of the Investigation Services.

Customized Outreach and Stakeholder Engagement

Campaign to End Veteran Homelessness

Department of Veterans Affairs, Veterans Health Administration

Supported the Department of Veterans Affairs (VA) Initiative to End Veteran Homelessness, with targeted outreach and engagement to increase the network of supportive services within communities with significant homeless and unemployed Veteran populations.

Results: Forged relationships with key partners and stakeholders across the country; played critical role in exceeding 4,600 partnerships nation-wide in a single year.

Make the Connection - National Outreach Campaign

Department of Veterans Affairs, Veterans Health Administration

Led a targeted national outreach and stakeholder engagement effort to increase Veteran awareness of VA Mental Health services. Crafted recruiting strategies and messages to ensure broadest reach of both metro and rural targeted audiences in multiple geographic markets.

Results: Recruited Veterans and family members to film testimonial videos as ambassadors for VA benefits that illustrate success stories of Veterans using VA Mental Health services. Established national network of stakeholders and influencers.

Video Production

Explore VA - National Outreach Campaign

Department of Veterans Affairs, Office of Public and Intergovernmental Affairs

Led a targeted national outreach and recruiting effort to increase Veteran awareness of benefits and services earned through their service. Provided on-site video production support to film testimonial interviews of Veterans discussing their experiences with the VA.

Results: Filmed first-person testimonials of Veterans as ambassadors for VA benefits.

Strategic Communication

Comprehensive Flow Management – Patient Flow Initiative

Department of Veterans Affairs, Veterans Health Administration

Developed a strategic communication plan for VHA enterprise leadership emphasizing the benefits and efficiencies gained through the application of existing and field-proven technologies that create quality and process efficiencies in the patient journey.

Results: Introduced the enterprise-wide value proposition of the integrated CFM Initiative as a means of *improving the care delivered to Veterans* by smoothing patient flow and reducing delays.

What's your challenge? *Contact Powell Strategies to find out how we can help.*

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