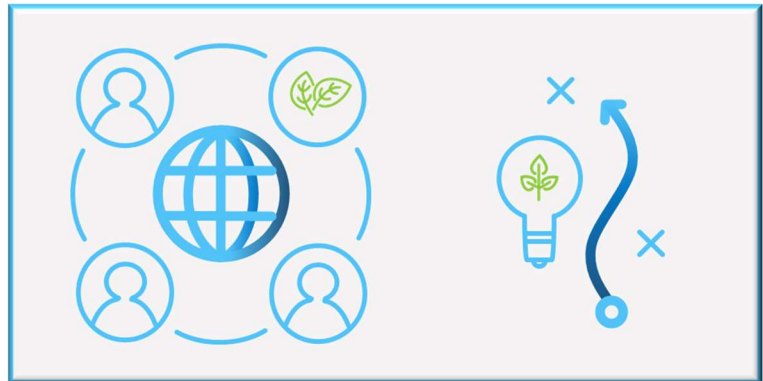


Governance, Strategic Planning & Leadership Support

Our Perspective

Leading large organizations with multiple sectors is a challenge for both our commercial and government customers. Trends in management approaches are moving communication and decision making from traditional top-down paradigms to prevailing bi-directional and customer/user empowered conventions. Our passion is to rethink how organizations create value with a focus on sustainable business transformation for a better future.

At ViaTrie, we combine conventional governance and strategic planning processes with modern agile principles to embrace these new conventions and guide our customers through a 6-step process: 1) Initial Discovery, 2) Collaborate, 3) Analyze & Map, 4) Finalize, 5) Implement, 6) Manage & Improve. Iterative cycles at steps 2 and 3 are imperative to create feedback



loops and checks and balances between different levels of the organization. In these cycles, we specifically encourage brainstorming using organized activities like SWOT, mind-mapping, SCAMPER, and storytelling/ visualization exercises. We use outputs from collaboration sessions to analyze and map stakeholders, information, technology, and key value streams within bounds of external parameters using concepts like the PESTLE model. This enables clear connections between strategic vision and mission to the more tactical strategies and projects.

The focus of these activities is to establish key performance indicators to track the return-on-investment (ROI) our clients need to prioritize resources and make smart decisions. We focus on qualitative and quantitative metrics to monitor the current operational, financial, and cultural state as well as model future shifts as we modernize processes, systems, and technologies across the enterprise. These complex paradigms are represented in roadmaps and balanced scorecards that align short-term and long-term efforts to strategic priorities.

Develop and scale a compelling narrative that conveys why an organization needs to transform. Complement it with stakeholder education at all levels of the organization. Policy as a catalyst that creates a culture of data-driven decision making to reimagine society.



Our Services & Deliverables

- Vision/Mission/Values
- Market Research and Benchmarking
- Align Portfolio/Program/Projects with Strategic Plans/Goals/Objectives
- Enterprise Risk Management
- Shared Service ROI
- Executive Steering Committee and Workshops

ViaTrie Experience

Our team has experience leading governance and strategic planning initiatives for both commercial and federal government clients. Specifically in governance and leadership support, we have experience standing up Base National Capital Region for the USCG Commandant, advising the military components on base closure strategy, conducting business process engineering activities for the Office of Under Secretary of Defense for Environmental Security, and implementing ERP systems for multiple agencies. Our programs span policy, education, outreach, acquisition, technology, and telecommunications core competencies. We are successfully implementing new visions for large-scale programs, establishing related strategies, and executing on tangible projects to drive positive impact to organizations. In addition to serving clients, we have experience in corporate capacities running both vertical and horizontal groups at mid to large commercial corporations.

About ViaTrie

At ViaTrie, a company founded by three women, we find the symbolism of the tree to support our vision of growth (both ethically and sustainably), protection (through fostering a safe and transparent workplace with an emphasis on trust and empowerment), and strength (as respected, innovative, and trusted leaders in the industry). We have strong roots in this business and this area, and our mission is to partner with organizations to create human-centric, mission-focused, socially responsible, and technology powered innovations. Our sustainable business transformation approach starts with our purpose and values and leverages our consulting expertise and persistent bias towards innovation to create a more secure, resilient world. Collectively, we have held numerous leadership positions in both large and small companies, with a focus on successful execution of policy, business analytics, acquisition, enterprise architecture, and compliance projects at the highest levels of the government. We understand business operations, contract administration, strategic planning, and quality and service management requirement are key to successful organizations. Most importantly, we have the experience to help our customers find technical and process-oriented solutions to achieving goals that support their mission. Key customers supported throughout our careers include the General Services Administration (GSA), the Department of Defense (DoD), the Department of Commerce, the Veterans Administration (VA), and the Environmental Protection Agency (EPA).

