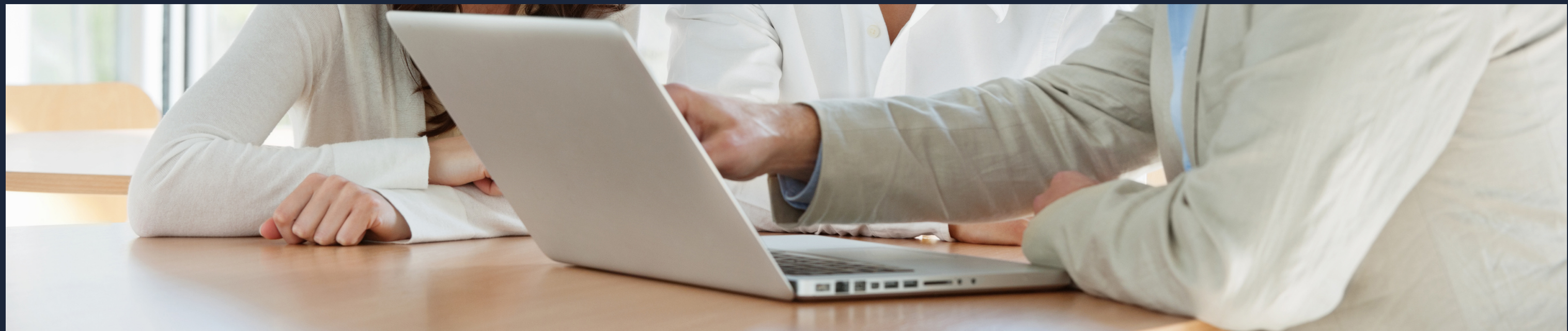




Abramson Advisors LLC

# Empowering Growth

**From Resistance to Results:** Abramson Advisors Helps Organizations Achieve Success Through Change. With a people-first, results-driven approach, we ensure adoption, engagement, and measurable impact.





Abramson Advisors LLC



# Driving Impact Through Change

## ✓ **Strategic Expertise:**

Clear direction and data-driven decision that keep change aligned with business goals



## **Leadership Enablement:**

Equipping sponsors and people managers to guide teams with confidence and accountability



## **Human-Centered Change:**

External viewpoint to identify blind spots and untapped potential.





**Abramson Advisors LLC**



# Who we Serve

Organizations where we create the greatest impact

## **Small to Midsize Companies**

Helping growing organizations adapt, scale, and succeed through change

## **Nonprofits**

Strengthening missions by enabling sustainable, people-centered change

## **Startups**

Building resilient foundations for rapid scaling and innovation

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**Abramson Advisors LLC**

**7x**

More likely to meet or exceed project objectives

**65%**

On or ahead of schedule

**71%**

On or under budget



# Why Change Management Matters



## **Unmet Objectives**

→ Most organizations fail to achieve goals during change



## **Resistance & Disengagement**

→ Leaders struggle to drive adoption



## **Lost ROI**

→ Projects stall, morale drops, investments don't pay off

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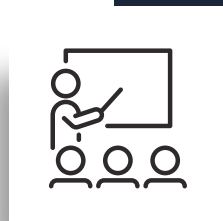


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### **Advisory Services**

Aligning change initiatives with business goals



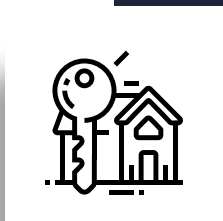
### **Leadership & People Manager Training**

Preparing leaders to guide their teams through change.



### **Culture & Change Management**

Building resilience and adaptability across the organization.



### **Turnkey Change Management Solutions**

End-to-end planning, execution, and adoption support.

# Our Services

Practical solutions to reduce resistance, build capability, and sustain results



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# How We Work

## ■ **People First**

We meet people where they are and support every individual through change

## ■ **Leadership Alignment**

We empower sponsors and managers to lead confidently and visibly

## ■ **Outcomes Focused**

We balance people care with business impact, ensuring adoption and results

Our approach blends empathy with accountability. We meet people where they are, equip leaders to lead, and keep the organization's goals front and center.

By balancing human experience with measurable outcomes, we make change both sustainable and successful.



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# Our Consulting Process

**01**

## **Discovery & Analysis**

Assess current state, challenges, readiness, and risks.

**03**

## **Strategy**

Design a tailored change approach with clear objectives and actions.

**02**

## **Implementation**

Execute the plan, train and enable teams, and support leaders throughout change.

**04**

## **Adoption & Sustainment**

Reinforce behaviors, measure impact, and embed change into culture.





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# Meet the Experts Behind Your Success

With **28+** years in technology, change, and consulting, I help organizations move from resistance to results.

My career includes leadership roles at Google, Microsoft, and I am currently an Executive Instructor for Prosci. I hold numerous industry certifications as a Prosci Advanced Instructor and Change Practitioner.



**Matt Abramson**

Founder & Principal  
Consultant



Google Cloud



Microsoft

**Prosci**

**ACMP**  
Association of Change  
Management Professionals

- **Google Cloud** – Led global change and adoption programs, including enterprise-scale data center migrations
- **Microsoft** – 10 years supporting enterprise clients in readiness, enablement, and adoption
- **Prosci Executive Instructor** – PCT Model Mastery, ADKAR Mastery, Train-the-Trainer
- **Prosci Certified Change Practitioner** – Deep expertise in organizational change best practices

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# Let's Grow Together



**Book a Free Consultation**

[Find a time on my Calendy.](#)



**Phone**

+1 (703) 898-4051



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**Abramson Advisors LLC**

Thank you for your time today.

Change is constant, but with the right approach,  
it becomes an opportunity to grow stronger and  
more resilient.



# Thank You