

Charting the Course to Success



Strategic Planning

- Vision, Mission, Goal Setting
- Organizational Effectiveness
- Policy Analysis



Human Capital

- Talent Pipeline Management
- Workforce & Leadership Development
- Curriculum Design



Business Transformation

- Coalition Building
- Change Management
- Metrics Development & Tracking



Communications

- Marketing & Branding
- Stakeholder Analysis & Outreach
- Web Design & Social Media Strategy



Project Management

- Budgeting & Financial Planning
- Project Implementation
- Program Metrics & Evaluation

Company Details

AVYANCE
328 River Bend Rd.
Great Falls, VA 22066

DUNS: 080803345
D&B Open Ratings: 96%
Tax ID: 82-2098231
U.S. SBA Certified EDWOSB



Industries

AVYANCE is a SBA Certified Economically Disadvantaged Women-Owned Small Business (EDWOSB) supporting the transportation, energy, media, information technology (IT), education, law enforcement, non-profit, and financial industries.

Experience

AVYANCE successfully positioned numerous organizations for growth, business expansion, corporate mergers, and acquisitions.

Strategic Support

- Launched a communications campaign to support pre- and post-merger integration of two Fortune 500 companies and enhance positioning of the new company
- Developed strategic plan for Unmanned Aircraft System-related research, development, testing, and evaluation efforts for a large federal transportation agency
- Designed and implemented award-winning leadership development program for federal agency, securing 1st Place Human Capital Management for Government Award

Tactical Support

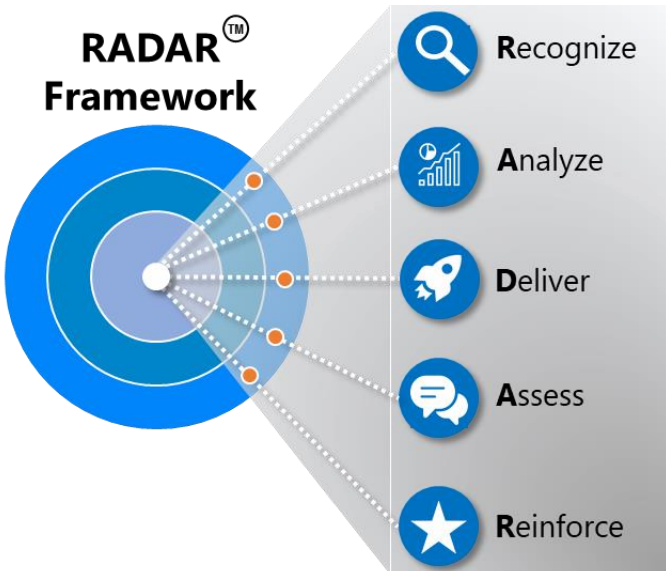
- Established Project Management Office for facilities consolidation effort impacting 10,000 employees of federal agency
- Deployed surveys to understand customer priorities, analyzed data, and summarized findings in executive briefings for an executive team
- Translated highly technical information into easy-to-read briefings, reports, articles and news releases for a federal agency
- Established corporate communications team that coordinated speaking engagements and drafted talking points for executives of a global media company



Guiding Change with RADAR™

Our Approach

Using insights from our work in public and private sectors, AVYANCE developed a unique framework to help clients adapt, evolve, and succeed in the rapidly changing world. By **Guiding Change with RADAR™**, we design, plan, and implement programs that drive innovation, make a real difference, and deliver results.



The RADAR framework is built on the following principles:

- Engage early and often with stakeholders
- Involve affected personnel in program design
- Use metrics to monitor progress, track success, and identify areas for continuous improvement
- Report regularly to the executive sponsors
- Remain agile and flexible to respond to emerging customer needs and shifting business priorities

Recognize



- Agree on leadership and workforce goals
- Understand root causes of challenges
- *Recognize*
 - Key influencers
 - Major symptoms and indicators
 - Effective communications vehicles

Analyze



- Define current, ideal, and realistic states
- Reach to influencers for insights
- *Analyze*
 - What works well
 - Which targets are accomplishable
 - What roles and responsibilities are key

Deliver



- Develop partnerships with influencers
- Design transformation effort
- *Deliver*
 - Metrics and evaluation approach
 - Communications products and materials
 - Approaches for addressing pain points

Assess



- Deploy feedback mechanisms
- Adjust messaging to support program goals
- *Assess*
 - Impact against stated goals
 - Quantitative and qualitative metrics
 - Communications effectiveness

Reinforce



- Disseminate success stories
- Scale back ineffective efforts
- *Reinforce*
 - Learnings and achievements
 - Staff / team / leadership successes
 - Communications with greatest impact

Tackling Challenges, Delivering Results

AVYANCE tailors RADAR to design and deliver impactful programs that span organizational restructuring, business process redesign, IT implementation, infrastructure and facilities planning, leadership development, and workforce engagement.