



THROUGHLINE

Throughline

DEFENSE DECK

October 2025

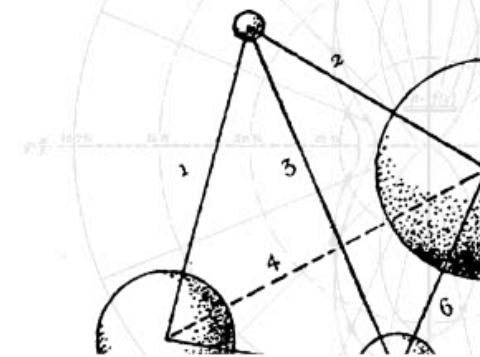


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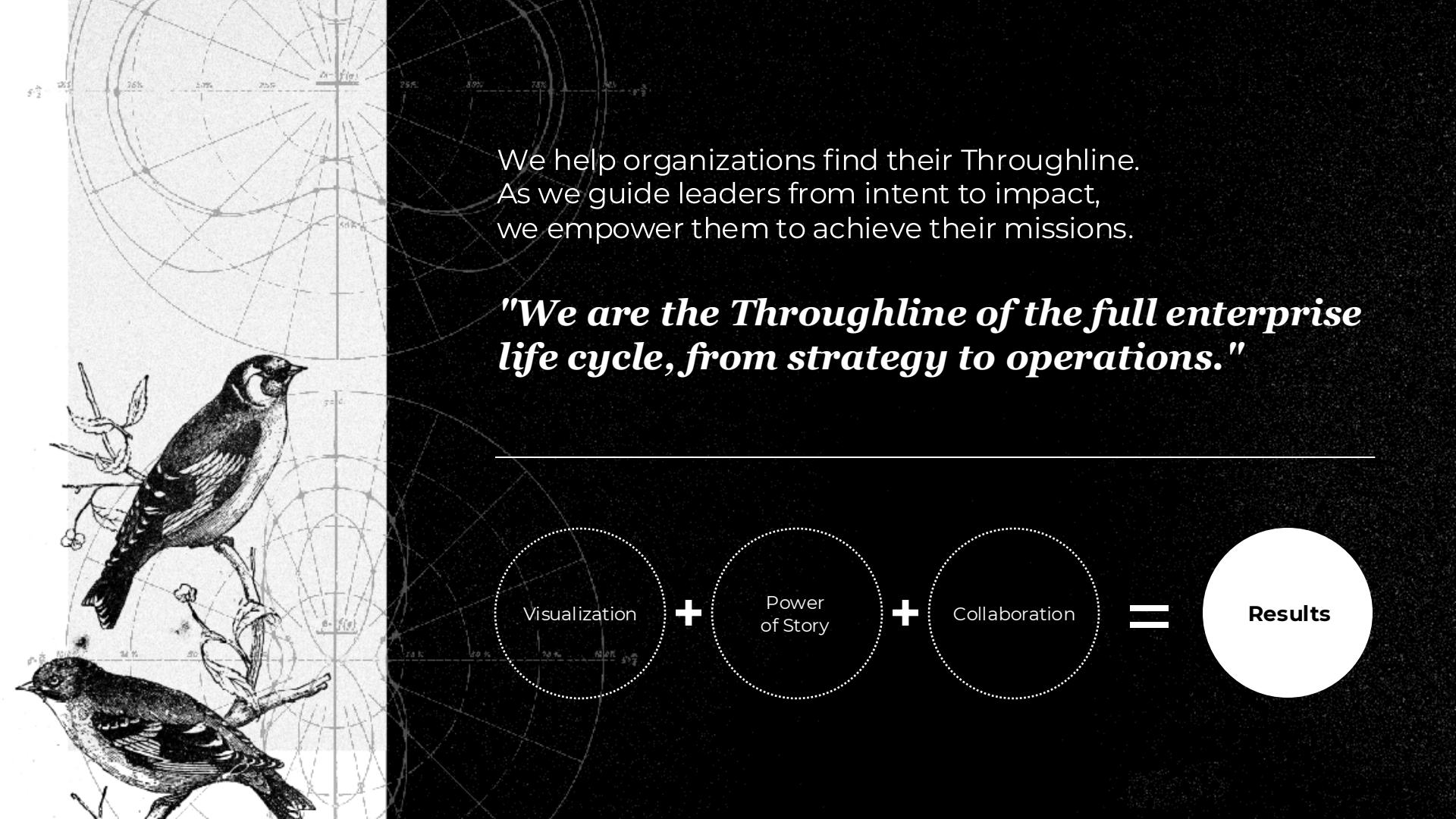


THROUGHLINE

We help organizations find their Throughline. As we guide leaders from intent to impact, we empower them to achieve their missions.

"We are the Throughline of the full enterprise life cycle, from strategy to operations."

Visualization / Power of Story / Collaboration = Results



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we empower them to achieve their missions.

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Visualization

Power
of Story

Collaboration

Results

Clients

WE'VE WORKED WITH



*Our company's origins
stem from the Navy.*

This foundation has allowed us to strategically partner with organizations across the DoD enterprise to align strategies, stakeholders, data, and decision platforms.



Locations

THROUGHLINE

OUR STUDIOS



Washington, DC

1838 Columbia Road NW



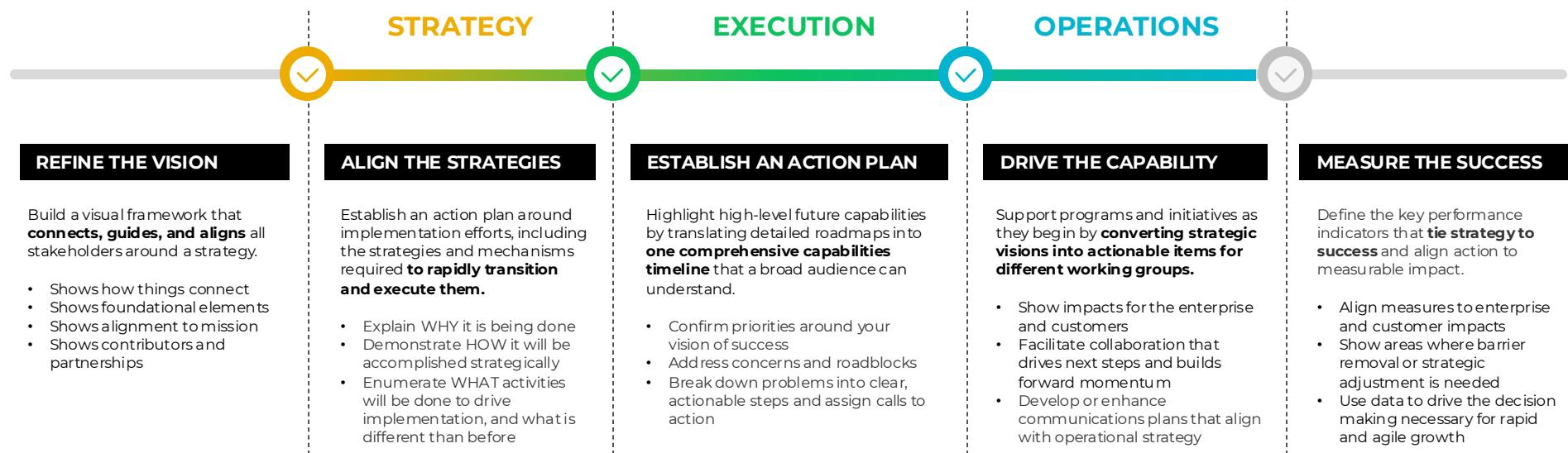
Leonardtown, MD

41660 Court House Drive, Suite 101

INTENT TO IMPACT

We help organizations find their Throughline. As we guide leaders from intent to impact, we empower them to achieve their missions.

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Momentum

THROUGHLINE

IMPACT AREAS



Mission Alignment & Operational Facilitation

Bring stakeholders together to align priorities, accelerate outcomes, and ensure mission clarity.

Activities & Approach

- Strategic Facilitation & Team Acceleration
- Acceleration Events & Workshop Facilitation
- Stakeholder Engagements & Insight Capture
- Event Planning, Logistics & Graphic Recording



Operational Messaging & Information Integration

Enable transparent, timely communication between leadership and stakeholders.

Activities & Approach

- Executive & Internal Communications
- SharePoint Landing Pages & Internal Blogs
- Leadership Messaging & Communication Campaigns
- Monthly Newsletters & SPO Content Strategy



Workforce Development & Readiness

Build identity, strengthen organizational culture, and enable workforce readiness.

Activities & Approach

- Organizational Identity & Engagement
- Standards of Practice Books & Branding Collateral
- Team Identity Design (Digital + Print)
- Employee Welcome Kits & Onboarding Materials
- Learning Hours & Communities of Practice
- Onboarding/Offboarding Processes & Programs

Digital Modernization & Knowledge Management

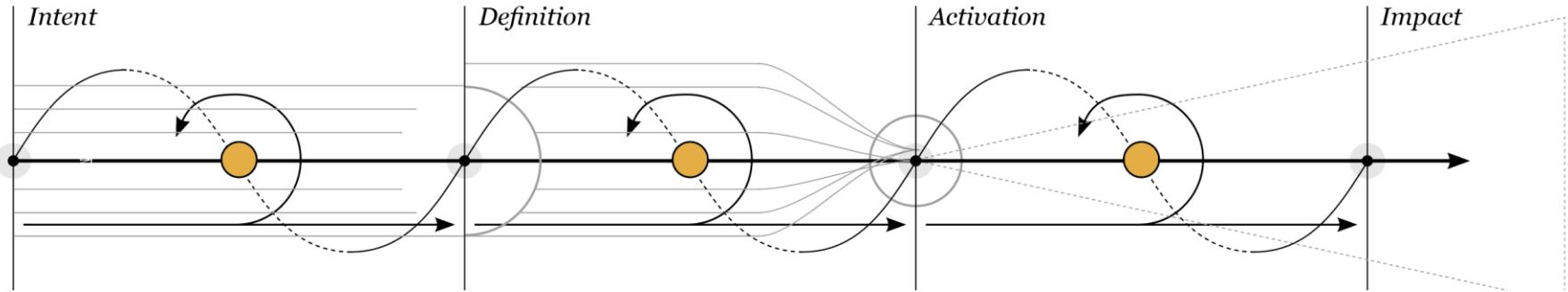
Drive digital transformation, modernizing processes and ensuring information dominance.

Activities & Approach

- Digital Transformation, Digital Process Modernization & Knowledge Management
- SharePoint Migrations & Metadata implementation
- File Structure Optimization & Governance
- AI Adoption & Process Integration

The result goes beyond well-designed materials, creating momentum for our partner organizations. By making the mission visible, actionable, and emotionally resonant, Throughline helps our partners move faster and more effectively toward meaningful, measurable outcomes.

IMPACT AREAS



Use Cases



Designed, developed, and deployed an application that enabled a DoD agency to **track and process \$40B** in unfunded requirements.



Ensured funding of a \$1B CIO budget and provided executive support for transformation programs at a military and aerospace contractor.



Designed and implemented virtual, interactive training workshops for **1,500 project teams** at a global consulting firm that **saved over \$1.4M** and equipped employees with the skills necessary to adopt a new software platform.



Crafted a clear, cross-branch value narrative aligned to **50+ military customer personas** that enabled a leading cloud provider to **stand up a new federal sales team**.



Amplified national visibility and public trust in a law enforcement agency by leading high-impact awareness and recruitment campaigns that drove measurable engagement through strategic creative direction and compelling video storytelling.

CAPABILITIES

Throughline is a strategic design and storytelling firm that partners with mission-driven organizations to amplify their impact. By combining design thinking, systems strategy, and compelling visual communication, Throughline helps **clients distill complex ideas into clear, actionable narratives that drive engagement, alignment, and change.**

Impact Areas

 Efficiency	 Knowledge Transfer
 Readiness	 Workforce Alignment
 Data-driven Decision Making	 DoD Mission Alignment
 Mission-focused Outcomes	

CAPABILITIES



Agile Solutions

We design service experiences that reinforce trust and drive measurable improvements in stakeholder satisfaction, access, and engagement.



Operational Systems Thinking

We tailor content to fit the right internal and external audiences, ensuring your messages resonate across government ecosystems.



Change Readiness

We turn strategic intent into executable mission plans that align resources, stakeholders, and outcomes—ensuring clarity, accountability, and measurable results.



Mission Strategy Execution

From concept to close-out, we manage program delivery with a focus on scope, schedule, and strategic alignment, ensuring mission success every step of the way.



Mission Alignment

We help align high-level mission objectives and warfighter outcomes to government priorities and national outcomes.



Delivery Management

We apply human-centered, scalable innovation to deliver practical solutions that modernize and support the mission.



Strategic Messaging

We design and refine systems that align inputs and optimize outcomes, enabling agencies to streamline operations while also meeting compliance and mission objectives.



Design for Impact

We use visual design and storytelling to inform, align, and inspire organizations—turning complex initiatives into clear narratives that move missions forward.



Industry Stakeholder Engagement

We help organizations build adaptive cultures and resilient teams, equipping them to not only navigate change, but to also champion it across government missions.



Digital Modernization/ Transformation

We embed learning into the flow of work, equipping federal teams with the skills to adapt, evolve, and deliver in dynamic mission environments.



Workforce Development

We build intuitive digital services that exceed user expectations without sacrificing security and accessibility compliance.

SERVICES

Throughline helps mission-driven teams **align priorities, accelerate decision making, and translate strategy** into action across the DoD.



INSIGHT DISCOVERY

- User-Centered Research & Innovation
- Design Thinking & Co-Creation
- Customer Experience



VISUALIZATION

- Meeting & Graphic Facilitation
- UI/UX Design
- Digital Experiences
- Visual Design & Storytelling
- Video & Multimedia Production
- Data Visualization



ORGANIZATIONAL OPTIMIZATION

- Communications
- Training & Learning
- Change Management
- Program Management
- Enterprise Strategy
- Digital Evolution / Transformation Support

PRODUCTS & DELIVERABLES

Strategy



MISSION ALIGNMENT & POSITIONING

- Strategy & Vision Designs
- Strategy & Organization Plans
- Visual Strategy, Technical & Operations Maps



COMMUNICATIONS

- Content Strategy & Campaigns
- Visual Program Offices & Communications Hubs
- Executive Briefings
- Storytelling



INSIGHT DISCOVERY

- Research Synthesis & Insight Generation
- Journey Maps & Touchpoint Analyses
- System Research (People, Process, Tech)
- Service Blueprints



VISUAL DESIGN

- Visual & Graphic Design
- Augmented/Virtual Reality
- 3D Models
- Animations
- Live-Action Videos

Execution

Operations

PRODUCTS & DELIVERABLES

*Strategy***Execution***Operations*

INNOVATION

- Solution Ideation & Concept Generation
- Product & Innovation Strategies
- Rapid Prototypes & Usability Tests



PROGRAM MANAGEMENT

- Enterprise Program Management Offices (EPMOs)
- Executive Reports
- Program Governance



SYSTEMS & OPERATIONS DESIGN

- Systems Models
- Process Improvements & Redesigns
- Concept Maps & Process Architectures
- Capability Maps & Operating Models
- Governance & Decision Frameworks
- Roadmaps



PRODUCT DESIGN & DIGITAL DELIVERY

- UI/UX & Interaction Designs
- Wireframes & Prototypes
- Full-Stack Software Development
- Responsive & Interactive Web Designs
- Accessibility, Testing & Launch Support

PRODUCTS & DELIVERABLES

Strategy



ORGANIZATIONAL CHANGE

- Change Management & Enablement
- Value Propositions
- Executive Offsite Design, Planning & Facilitation
- Strategic War Room Implementation Strategies

Execution



TRAINING & LEARNING

- Workshop Facilitation
- Custom Digital Education Solutions
- Learning & Development Programs
- Playbooks

Operations



DATA ANALYTICS

- KPIs
- Data Visualizations
- Scorecards
- Executive Dashboards & Reports



ENTERPRISE COMMUNICATIONS

- Web Page Designs
- Communication Strategies
- Rollout Campaigns



Clients

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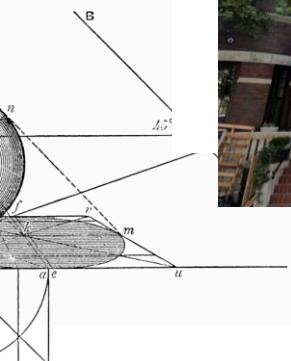
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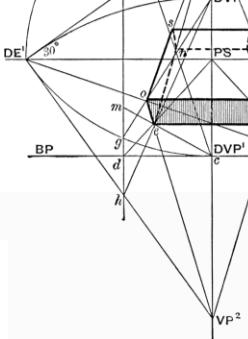
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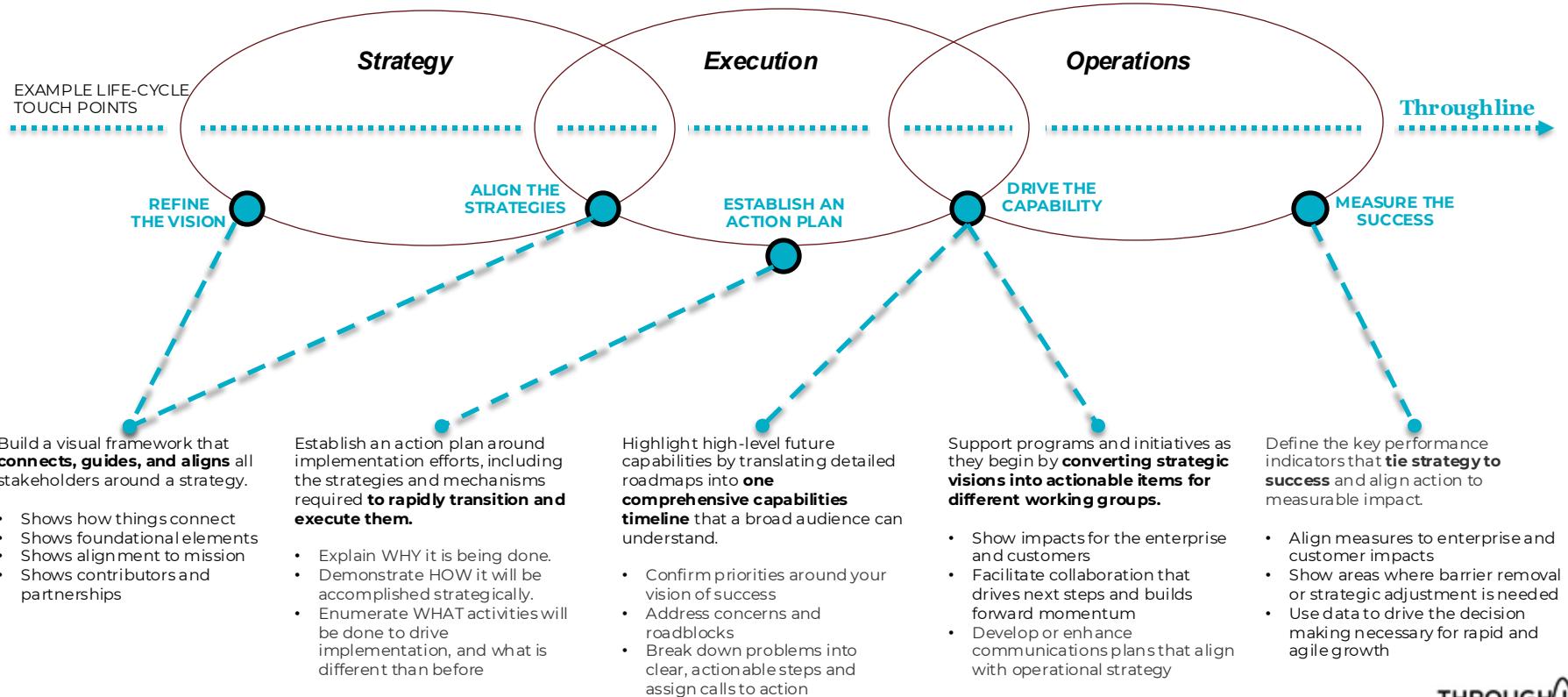


Defense

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Momentum

IMPACT AREAS

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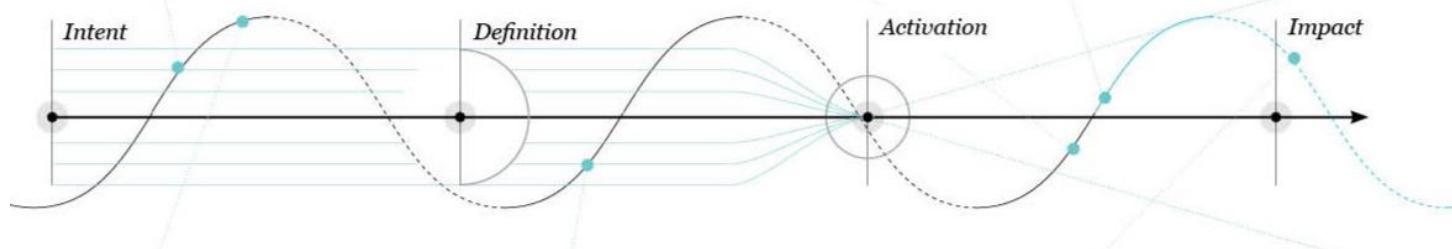
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IMPACT AREAS

EFFICIENCY

READINESS

DATA-DRIVEN
DECISION MAKING

MISSION-FOCUSED
OUTCOMES

KNOWLEDGE
TRANSFER

WORKFORCE
ALIGNMENT

DoD MISSION
ALIGNMENT

CAPABILITIES

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CONTACT defense@throughline.com

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User-Centered
Research &
Innovation

Design
Thinking &
Co-Creation

Customer
Experience



VISUALIZATION

Meeting & Graphic
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UI/UX Design

Digital
Experiences

Visual Design &
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Video & Multimedia
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Data Visualization



ORGANIZATIONAL OPTIMIZATION

Communications

Change
Management

Program
Management

Training &
Learning

Enterprise
Strategy

Digital Evolution /
Transformation Support

PRODUCTS & DELIVERABLES

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