

THROUGHLINE

*Throughline*

# DEFENSE DECK

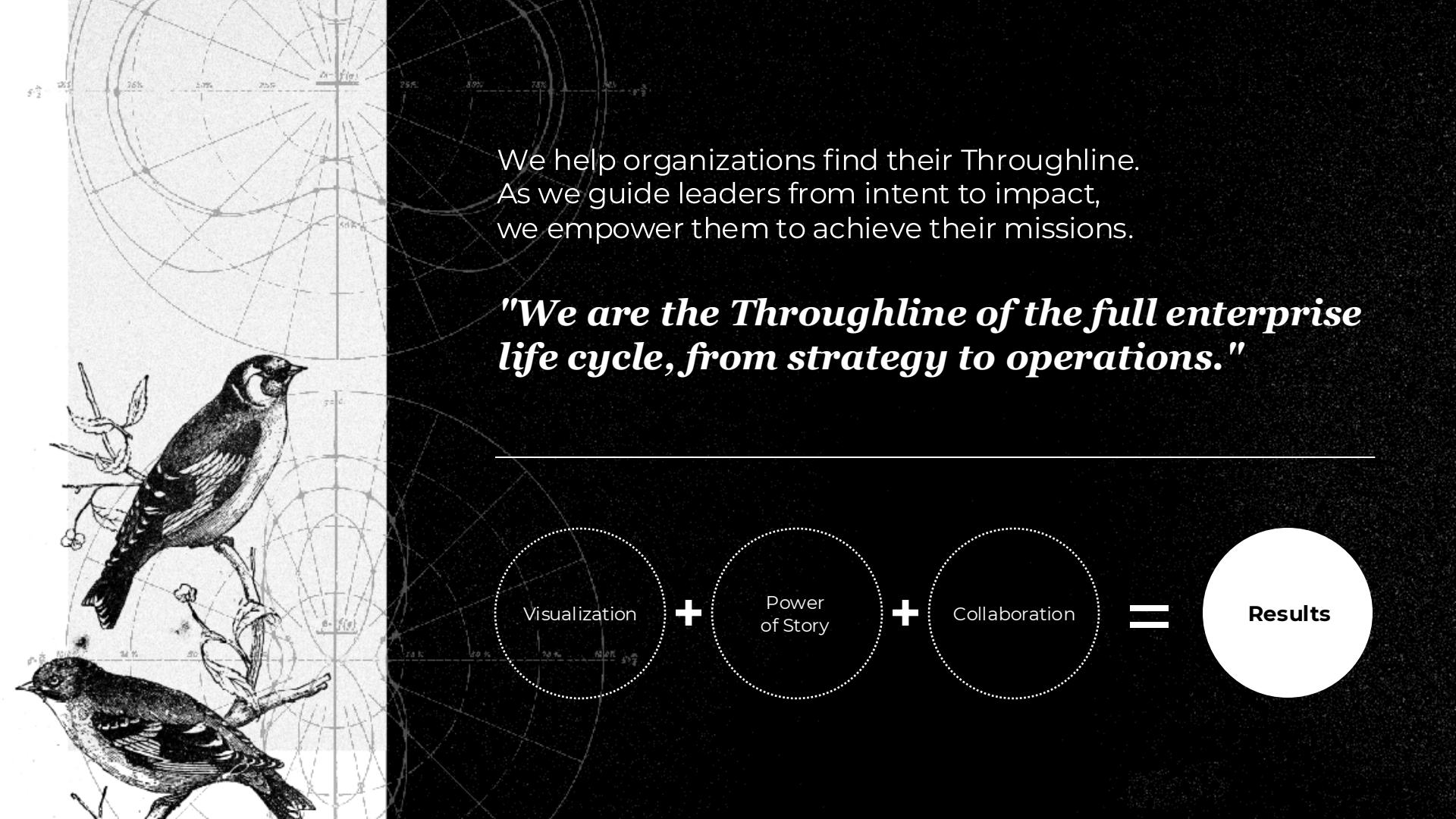
February 2026

# 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*



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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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



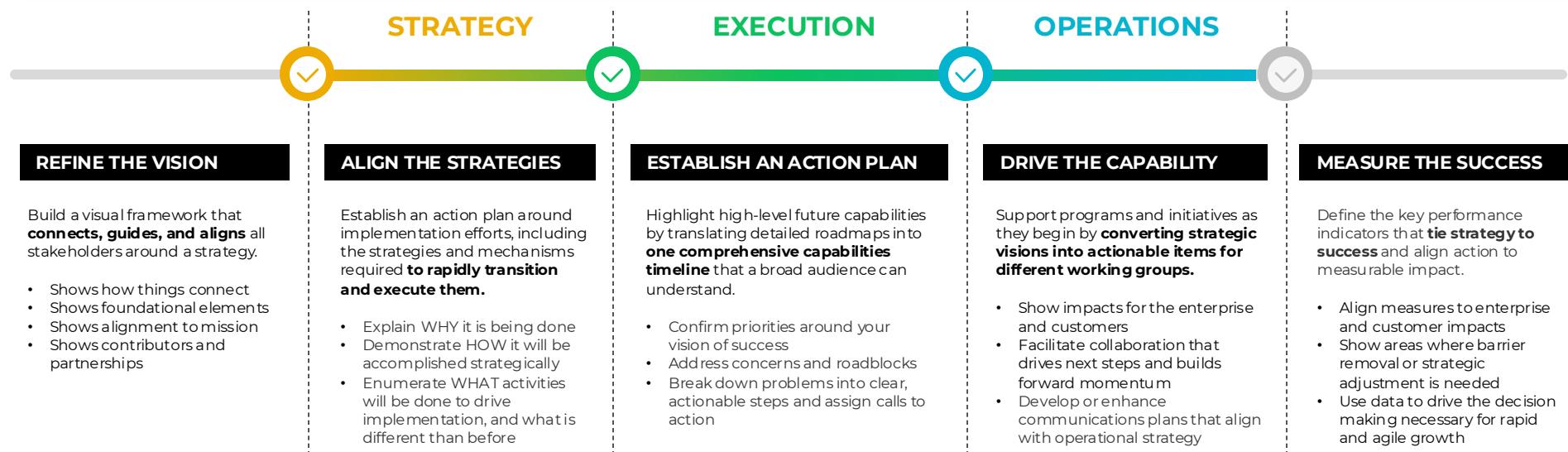
*Leonardtown, MD*

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.

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



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

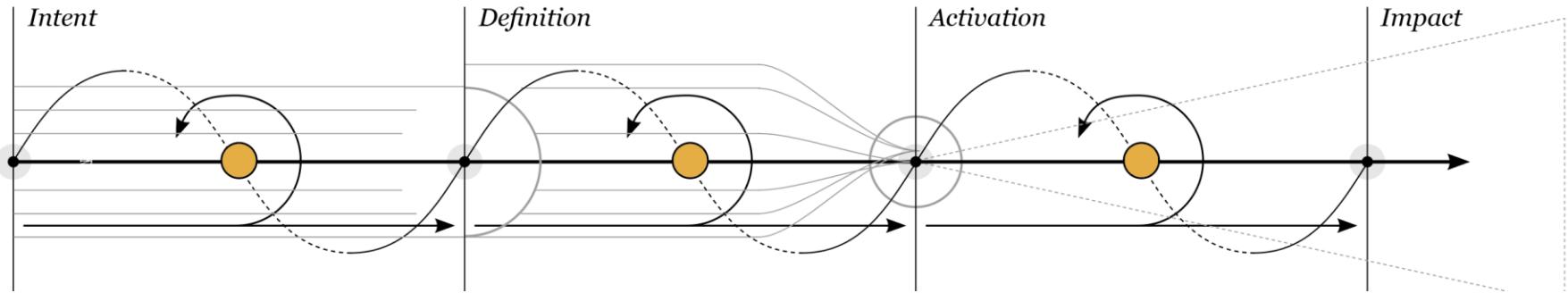
Drive digital transformation, modernizing processes and ensuring information dominance.

### 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



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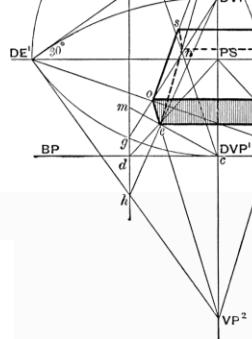
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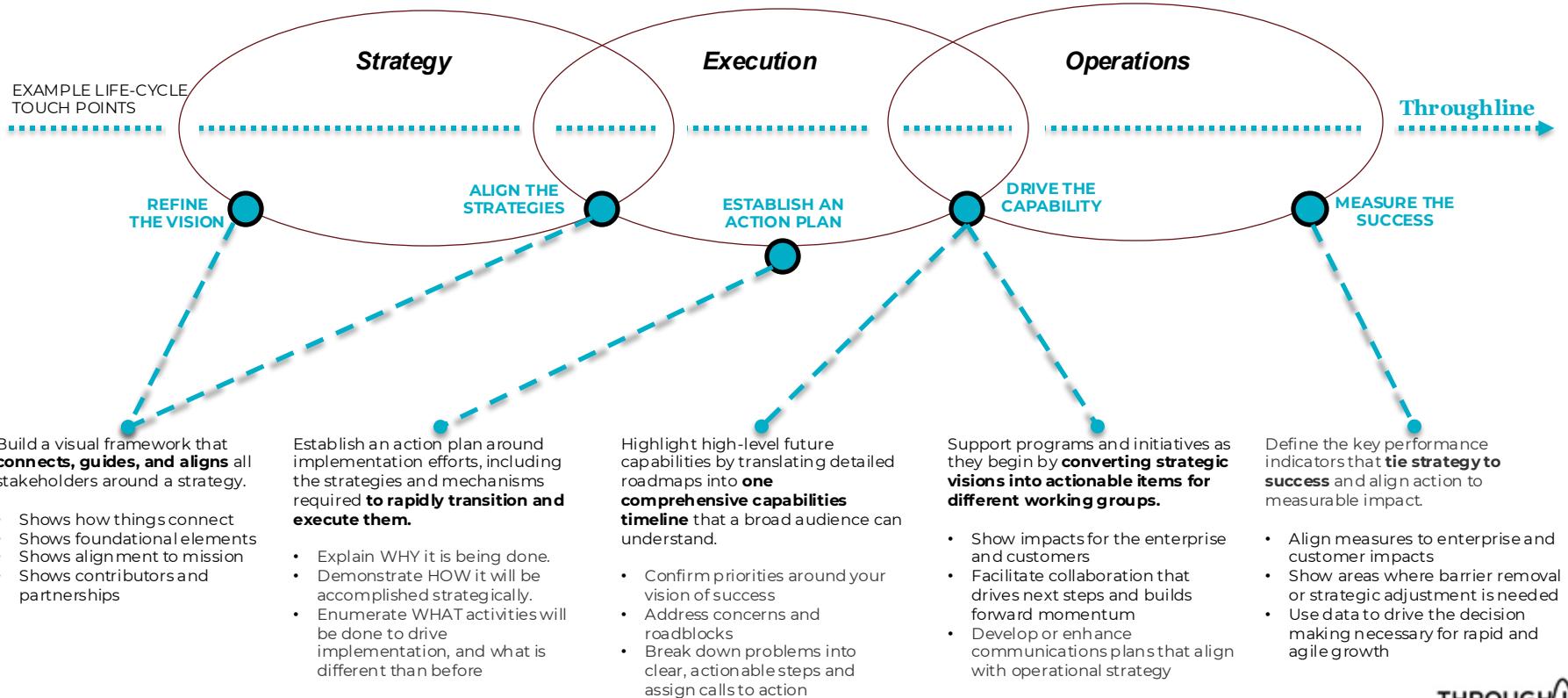


Defense

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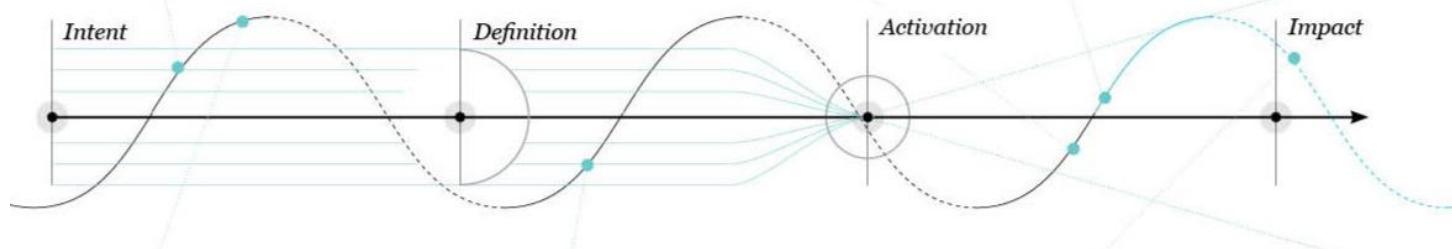
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## IMPACT AREAS

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](mailto:defense@throughline.com)

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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

Change  
Management

Program  
Management

Training &  
Learning

Enterprise  
Strategy

Digital Evolution /  
Transformation Support

## PRODUCTS & DELIVERABLES

### STRATEGY

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#### Data Analytics

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- Executive Dashboards & Reports

#### Enterprise Communications

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- Communication Strategies
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