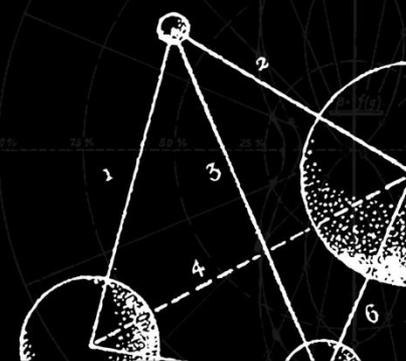




*Throughline Defense*

# CAPABILITIES DECK

**CAGE:** 47M28  
**UEI:** F9Q6HT58HJG3  
**NAICS:** 541900 – All Other Professional, Scientific, and Technical Services  
541840 – Media Representatives  
541330 – Small Business



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 DoW enterprise to align strategies, stakeholders, data, and decision platforms.



*Locations*

# OUR STUDIOS



*Washington, DC*

1838 Columbia Road NW



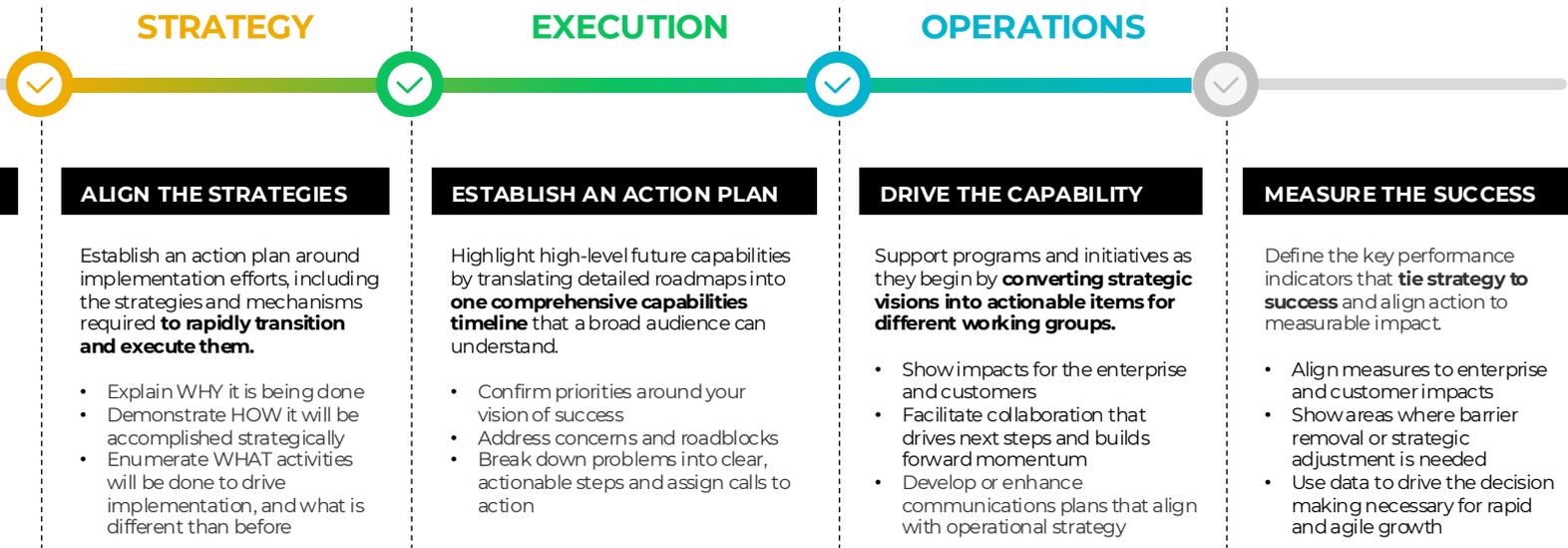
*Leonardtown, MD*

41660 Court House Drive, Suite 101

Defense

# INTENT TO IMPACT

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



Momentum

# DoW Value Delivery



## 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



## 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



## 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



## 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.

Defense

# 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.

*Throughline*

# 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*

*Throughline*

# PRODUCTS & DELIVERABLES

*Strategy*

## 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

*Operations*

*Throughline*

# 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



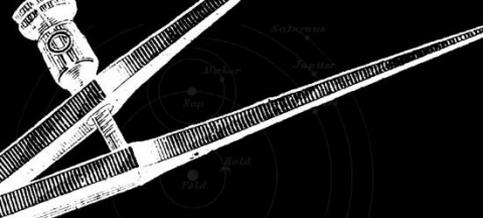
## DATA ANALYTICS

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

*Operations*

## ENTERPRISE COMMUNICATIONS

- Web Page Designs
- Communication Strategies
- Rollout Campaigns



THROUGHLINE

*Connect to*

**DELIVER.**

Dawn Carroll, VP of Defense  
RADM Matt Ott, VP of Partnerships and Alliances

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[mott@throughline.com](mailto:mott@throughline.com)

