



AWL STREAMLINED ACQUISITIONS: MOVE AT THE SPEED OF CHANGE

GOVERNMENTS' MISSION TODAY IS CHANGE.

More and more, government leaders are tasked with complex, large-scale change missions, that are compounding faster than ever before. Think IT modernization, digital transformation, CX, EX, reorganization, supply chain, financial management, cyber, and DEIA – these complex change programs require people to adopt new behaviors and skills. There is an increasing need for Organizational Change Management (OCM) and Strategic Communications to drive results, but it's often realized too late.

WE MEET CLIENTS WHERE THEY ARE.

In FY 2023 we have seen more instances where OCM and Strategic Communications are built into agency-wide strategic opportunities. However, long procurement timelines cannot address emergent needs. To help our clients move at the speed of change, we provide quick, easy and direct access to our services through our streamlined acquisition options. Our micro-purchase accelerator sprints and commercial service catalog subscriptions offer easy, FAR-compliant* access to the strategic communications, change, marketing, and branding services you need, right now.

MICRO-PURCHASE ACCELERATOR SPRINTS

A great way to accelerate progress on your change initiative and sample our services is through our Accelerator Sprints. Sprints can be stacked and arranged in any configuration.



[Click here](#) or scan the QR code to learn more.

COMMERCIAL CATALOG SUBSCRIPTIONS

Our commercial catalog subscription packages are available to government clients through our GSA Schedule with discounts offered for six-month and yearly subscriptions.



[Click here](#) or scan the QR code to learn more.

*Streamlined acquisition practices are detailed in the FAR [Simplified Acquisition Procedures](#) and [Acquisition of Commercial Products and Commercial Services](#).

OUR SERVICES AND SOLUTIONS

STRATEGIC COMMUNICATIONS

Digital Communications Strategy and Planning, IT Strategic Communications, Communications Process Development, UX/CX Communications, Stakeholder Analysis, Strategic Presentations and Collateral.

CHANGE MANAGEMENT

Organizational Change Management, Stakeholder Heatmapping and SWOT Analysis, Communications Process and Governance, Agile Program Communication Frameworks and Tools, Strategy Workshops, Research, Focus Groups and Surveys.

MARKETING AND BRANDING

Marketing Strategy, Media Strategy and Planning, Social Media and Email Marketing, Brand Assessment, Design and Development, Brand Management and Rebranding, Website and Portal design.

CRISIS PLANNING AND MANAGEMENT

Crisis Communications Assessment, Crisis Communications Plan Development, Toolkits and Messaging, PR and Press Releases, Crisis Response and Monitoring, Spokesperson and Media Training

CONTRACTING WITH AWL

AWL Strategies supports a diverse list of clients, from start-ups to large firms, non-profits, state and local government, and Federal agencies. We are a GSA MAS contract holder and certified in the following NAICS codes: 541611, 541613, 541820, 541511, 541990, 561920.

CHANGE IS GOOD. LET US HELP YOU MAKE IT GREAT.

AWL Strategies, LLC is a 100% women-owned small business focused on communications and organizational change for public good. We work with innovative, future-focused leaders to shape the work that works for government now.

Our team puts people at the center of every strategy with purpose-driven change and communications. We bring decades of experience leading complex change programs in industry and public sector to help our clients simplify their approach, focus on what matters, and accelerate results.

The AWL team is 100% Prosci Organizational Change Management certified, and holds certifications in Project Management, Digital Communications and Marketing, Scaled Agile, User Experience Design, and Crisis Communications. AWL is a member of the Digital Services Coalition and the Digital WOSB Alliance.



LET'S CONNECT!

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awl All Women Leadership

