



## Service. Accountability. Better Government.

Founded in 2002, M Squared Strategies is a small, Washington, DC-based management consulting firm providing support to government clients. Our consultants currently serve as trusted advisors to Senior Executive Officers in some of the largest departments in the U.S. Federal Government. By promoting the executive voice, we enable leaders to make significant and lasting organizational improvements for better government. M Squared Strategies is committed to public service and dedicated to enabling executive management to achieve their strategic objectives.

## Corporate Philosophy

In order to transform the effectiveness and quality of federal government, M Squared Strategies extends our clients' management control and influence by providing thorough and practical management and leadership support.

## Strategic Offerings

### Strategic Executive Services

Identify organizational value and environmental constraints, prioritize organizational services, and implement strategic initiatives to drive the executive agenda.

### Marketing and Strategic Communications

Build custom brand identities and compose strategic messaging to create targeted marketing and communications programs that propel the executive strategy forward.

### Organizational Design

Design the organization's scope, reporting and interaction structures, and conduct job analysis to align the organization functionally to the executive change management strategy.

### Program Management and Governance

Design and implement program and portfolio management operations to govern the use of financial resources and monitor project interdependencies, producing a common focus on the executive strategy.

### Facilitation

Structure and enable group interaction focused on the executive goals and management priorities through effective stakeholder integration, strategic alignment of outputs and outcomes, and by fostering organizational buy-in.

## Additional Services

In addition to our primary Service Lines, M Squared Strategies offers support in a wide range of areas that relate to the management of government teams and departments:

Portfolio Management  
and Oversight

Customer Relationship  
Management

Project Management

Process Design and  
Improvement

Enterprise Architecture  
Segment Development

Knowledge Management

Budget Formulation  
and Execution

Capital Planning and  
Investment Control

Economic Analysis

# The M Squared Advantage

## Experienced Consultants

Our clients face some of the most challenging management issues in the Federal Government today. From resource management and budget constraints to complex inter-agency initiatives and high-profile projects, we provide our clients with the capable advisors they require to successfully navigate these challenges and achieve results. Our consultants go beyond the industry best practices approach to client service and address core challenges with insight, perceptiveness, and creativity.

## Trusted Advisors

Our consultants work very closely with our clients, in some cases becoming active partners and contributors to government staff. We go beyond simply handling day-to-day needs and take the time to understand organizational structures and strengthen relationships within a client's larger environment. Because we know how to overcome challenges facing government leaders, we deliver results that earn their trust every day.

## Reliable Partners

Our management practices ensure effective communication and collaboration. With sound project and financial management processes we have a solid track record of working successfully with partners to deliver client results. We work hard to preserve the integrity of our clients and partners alike to ensure they are always proud of their association with us.

### NAICS Codes

541430  
Graphic Design Services

541511  
Custom Computer  
Programming Services

541611  
Administrative Management  
and General Management  
Consulting Services

541612  
Human Resource Consulting Services

541613  
Marketing Consulting Services

541618  
Other Management  
Consulting Services

541690  
Other Scientific and Technical  
Consulting Services

541810  
Advertising Agencies

541820  
Public Relations Agency

541850  
Display Advertising

541890  
Other Services Related to Advertising

541910  
Marketing Research and  
Public Opinion Polling

561920  
Convention and Trade Show Organizers

## Client Organizations



**Department of Energy**  
Office of the Chief Information Officer  
Office of the Chief Financial Officer



**Department of Health and Human Services**  
Office of the Chief Information Officer



**Department of Transportation**  
Office of the Chief Information Officer



**Department of Veterans Affairs**  
Office of the Chief Information Officer  
Veterans Health Administration

### Contract Vehicles

MOBIS GS-10F-0381R  
874-1 Consulting Services  
874-2 Facilitation Services  
874-7 Program and  
Project Management

### DUNS Number

126911564



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