

t ■ white **parker**

STRATEGY & MANAGEMENT CONSULTING

An 8(a) Certified & Woman-Owned Business

Company Overview & Corporate Capabilities

A NOTE FROM TANAIA W. PARKER

PRESIDENT & CHIEF EXECUTIVE OFFICER



Thank you for taking the time to learn about our company. T. White Parker is a growing strategy and management consulting firm committed to providing our clients a different kind of value and a different kind of experience. Our functional expertise in strategic management disciplines like enterprise architecture, change management, performance management, IT management and human capital management coupled with our domain expertise in transportation, healthcare, consumer and citizen services enable us to provide solutions, direction and results that are substantive, applicable and effective.

We are truly passionate about exceeding the expectations of our clients. To that end, we ensure that each engagement begins with our client's definition of success .. not ours. We consider ourselves humble servants who have the tenacity, expertise and execution-oriented mindsets to deliver on our commitments which translate to results for you.

As you gain a bit more insight about us in the next few pages, I hope you will allow us the opportunity to meet you personally and, perhaps, open the door to opportunities for us to work together toward your success.

Sincerely,

A handwritten signature in dark ink that reads "Tanaia W. Parker". The signature is fluid and cursive.

TANAIA W. PARKER

President & Chief Executive Officer

COMPANY FACT SHEET

COMPANY

Our mission is **to help clients build “competitive confidencesm” and operate with the agility and effectiveness needed to deliver on their mission.** Specifically, we help clients in four primary areas: (1) Solving Business and Organizational Problems, (2) Building Management Infrastructures, (3) Formulating and Executing Strategies and Plans and (4) Managing Performance.

PHILOSOPHY

Our philosophy is based on a total commitment to customer service, true partnership with our clients and demonstrated know-how. No surprises. No egos. No strings. No excuses.

SERVICES

Strategic Management (includes Business Strategy Formulation, Strategic Planning, Strategy and Program Execution & Monitoring, and Strategic Governance)

Business Transformation (includes Enterprise Architecture, Business Process Development & Improvement, Change Management, Organizational Effectiveness, and Risk Management)

Human Capital Management (includes Knowledge Management, Workforce Strategy & Planning, Retention Planning, Succession Planning, and Communications Planning)

Performance Management (includes Program Planning, Execution & Management, Earned Value Management, Performance Metrics and Performance Management Systems)

IT Analysis, Planning & Management (includes IT Strategic Planning, IT Governance, Business & Requirements Analysis, Enterprise Architecture, Solutions Architecture, IT Capital Planning & Investment Control, IT Portfolio Management, E-Government Support and Clinger-Cohen Compliance)

QUICK FACTS

- Founded in 2004; Launched in 2006
- Privately Held Corporation
- 8(a) Certified by the U.S. Small Business Administration
- Woman-Owned
- Serving Organizations in the Public and Private Sectors
- Headquartered in Northern Virginia
- NAICS Codes: 541611, 541612, 541613, 541618, 541690

STRATEGIC MANAGEMENT

Know where you are, know where you are going, and know how you are going to get there – all while the dynamics are changing.

Why Strategic Management?

Strategic Management, the Holistic Alternative to Strategic Planning

Strategic Management is a discipline of purposeful, continuous and proactive situational analysis, planning with a target in mind, execution, performance tracking and corrective action. A more holistic approach than strategic *planning*, strategic management is action-oriented and goes beyond planning by taking responsibility for outcomes. The best strategic outcomes are direct results of a strategic management approach that ...

- Demands a continuous inflow of information to inform planning and allows for course adjustment
- Incorporates a level of governance within the process that compliments the organization
- Encompasses and enables execution
- Incorporates performance management
- Includes measurable targets which serve as execution guidelines

Develop Plans That Deliver Operational Value

Many organizations do well at crafting business strategies and plans that are part of well-intended, informative strategic and operational plans. However, these plans often leave the operating departments who are responsible for executing the plans with no actionable guidance or insight into what defines success. To obtain the operational value from any form of planning, the approach must be holistic, continuous, deep reaching and action-oriented – not just a team building, information sharing or brainstorming exercise that gives executives a false sense of diligence. Plans that deliver operational value (whether strategic, tactical, programmatic or otherwise) ..

- Have a unifying effect across the entire organization
- Provide actionable, measurable and adjustable direction
- Offer a crystal clear framework for making day-to-day decisions
- Are based on sound and timely analysis that inform operational decisions
- Engage the people who need to execute it

Why T. White Parker?

T. White Parker approaches organizational planning holistically. Our clients not only have actionable plans from which to operate, but also the internal infrastructure to effectively and successfully manage their strategic management process. Private and public sector organizations call T. White Parker to assist them in crafting the best strategies, plans and management frameworks for their organizations. Our clients know that their mission does not just happen. Mission achievement must be defined, its course charted, the plan executed and the progress monitored. T. White Parker helps clients make mission happen through Strategic Management. Our Strategic Management Services include:

- Strategy Formulation
- Strategic Planning
- Strategic Governance
- Strategy & Program Execution & Monitoring

BUSINESS TRANSFORMATION

Think better, plan better, do better ... reach a whole new level in business.

Why Business Transformation?

Think Better, Plan Better, Do Better

Business Transformation is the action that initiates from a realization that the current way of doing business will not yield the desired outcomes. To gain the greatest benefit, the decision to pursue business transformation must be a preparatory step, not a reactionary one. Properly executed, a business transformation initiative results in better business by enabling better enterprise thinking and planning while changing the fundamental way business is conducted in a particular area or throughout the enterprise.

Develop an Operating Model That Handles Change as an Organizational Capability

Every business executive can stand confident knowing that change is imminent. Success depends on how well an organization is able to continue delivering on its mission while taking advantage of opportunities, hedging against threats and persevering in an ever-changing environment. Implementing an operating model that embraces change and effectively manages a dynamic, flexible and agile business that is in tune with the environment is crucial. Developing and executing the right model through a business transformation can make the handling of change a capability versus a hindrance.

Develop Competitive Confidencesm

Competitive Confidencesm is an enterprise mindset of preparedness that results from a keen and constant awareness of your position in the industry, a sound core strategy and a culture of execution and governance. Studies have proven that organizations which make this state of preparedness an embraced and constant part of its culture outperform organizations that rely solely on periodic planning exercises. The development of Competitive Confidencesm is an advantage that is realized only through a transformation that focuses on making information and knowledge management, strategic management and performance management integral parts of the way business is conducted. Transform your business and develop Competitive Confidencesm.

Why T. White Parker?

T. White Parker helps clients prioritize and focus on transformation opportunities that deliver the greatest organizational value at the best cost. We are Management Consultants, Enterprise Architects, Strategic Planners, Capital Planners and IT and Process Analysts that put an organization's mission and business requirements first. We are highly skilled in change management and organizational effectiveness which helps to ensure that transformation initiatives are executed in the most efficient and effective manner. Both private and public sector organizations rely on T. White Parker to assist in various transformation initiatives such as developing and managing enterprise architectures, facilitating change, and performing risk management and analysis. Our Business Transformation services include:

- Enterprise Architecture
- Business Process Development & Improvement
- Change Management
- Organizational Effectiveness
- Risk Management

HUMAN CAPITAL MANAGEMENT

Know your strategy, know your people ... create and manage the synergy.

Why Human Capital Management?

Acquire the People and Skill Sets Needed to Make Your Mission Happen

The best strategies in the best of circumstances yield nothing if you do not have the right people in place to execute. Too often, organizations develop lofty goals without truly understanding the inherent capabilities required to achieve them. Organizations need to assess the resources (financial and human) required to deliver on their mission as well as invest in connecting the people to that mission.

Furthermore, management must know the skills, capabilities and potential of its employees before committing to any course of action. If the skills are lacking, then management must acquire them. If the skills already exist in the organization, then management must hone and retain them. Hiring processes, reward programs and training must steer behavior in the direction of the organization while performance management models must appropriately recognize and incentivize decisions and actions that move the organization toward its goals.

Operate Effectively Despite an Ever-Changing Workforce

As organizations plan for the future, executives must consider the state of the workforce as they visualize and plan for where the company will be at any future point in time. What will be the demands of the workforce given trends, new insights and indicators? Is there an eminent dilemma that your organization will face (e.g., a large percentage of your workforce slated to retire at the same time)? Do you understand what makes your employees “tick” and how to leverage these factors to make your mission happen effectively? What do their demands mean to your business? How must you prepare?

Delighted Employees Deliver

People are an organization's most valuable asset. Too many organizations are busy keeping watch on their competitors, the market and their revenues, that they lose sight of the one asset that can sink the enterprise without notice – their people. Studies have proven time and time again that a delighted employee will stay and deliver. Consequently, it is essential that organizations know their people (not just their names), listen to their people (not just hear) and identify what makes their people flourish, innovate and execute (not just come to work). The organization must then invest the time, energy and resources into making employee engagement part of the organization's workforce management approach.

Why T. White Parker?

T. White Parker understands what it takes to mobilize a workforce to make mission happen. Our experience in workforce strategy and planning has been built across a number of industries, sizes of organizations and corporate cultures. Our focus on strategy and execution assures our clients that they will not only have solutions to their workforce dilemmas but also have a strategic framework for proactively managing their human capital assets. Human Capital Management is about the proper alignment and effective management of an organization's most critical asset – its people. Our services in this area include:

- Knowledge Management
- Workforce Strategy & Planning
- Communications Planning
- Retention & Succession Planning

PERFORMANCE MANAGEMENT

Define the target, know if you are on the path, correct the course to ensure a bull's-eye.

Why Performance Management?

High Performing Organizations Need Performance Management Frameworks

At the center of any high performing organization sits a properly executed Performance Management framework that is an integrated part of the culture. Simply put, the goal of Performance Management is to effectively manage the progress toward an organization's desired outcomes. The discipline involves a number of activities including at its center, defining, watching and responding to the "right" indicators. Worse than reaping no results is losing sight of your organization's goals because of a focus on the wrong indicators.

Know Where You Are Headed Before Things Go Awry

Performance Management is a must for any organization with a mission and any initiative with a purpose. Performance Management requires a focus on outcomes and involves identifying, prioritizing, measuring and tracking results, direct and continuous feedback and corrective action to improve results. Also important is setting standards for assessing how desired results were achieved and reinforcing these standards as you continue to progress. Organizations often make the mistake of considering the actual results as the goal of Performance Management as opposed to its intended purpose to proactively manage outcomes. If your Performance Management system fails to drive your organization toward the desired outcomes, then your Performance Management framework itself may require adjustment.

Performance Management is Scalable

Performance Management can be as formal and sophisticated or as informal and simple as your organization requires. Many organizations have achieved high levels of performance using a synergistic mix of spreadsheets, dashboards and simple collaboration tools. Other organizations, however, have leveraged sophisticated electronic performance management systems that have been deployed enterprise-wide. The key is to understand the level of sophistication that is practical for your organization.

Why T. White Parker

Skilled in performance management process and systems, T. White Parker helps clients develop performance management frameworks that become integrated components of their operations and result in accurate and actionable views into the progress toward desired outcomes. T. White Parker has developed performance management policies, processes, reporting systems and other tracking approaches that have enabled customers to know where they are, where they are headed and what they must do to achieve desired outcomes. T. White Parker helps clients properly establish performance management frameworks at the outset ensuring that benefits are reaped and costly mistakes are avoided. Our Performance Management services include:

- Program Planning and Execution
- Performance Metrics
- Earned Value Management
- Performance Management Systems

IT ANALYSIS, PLANNING & MANAGEMENT

Know the mission, know the plan ... enable with IT.

Why IT Analysis, Planning & Management?

Enable Mission Achievement & Gain the Greatest Value From Your IT Investments

Information Technology (IT) exists to increase efficiency. However, many organizations never experience this benefit because they jump too quickly into investing in the latest IT solutions before truly understanding the business requirement for the technology or where the efficiencies are even needed. Allowing IT purchases to preempt a thorough business needs analysis can be a costly mistake resulting in unused technological capability and areas of inefficiency that are left unaddressed. A business needs analysis should be appropriately scoped such that the level of analysis and alternatives investigated are commensurate with the potential resource outlay. Make the commitment to your organization to perform the due diligence required to identify the need before you authorize the outlay. This decision will save your organization time, money and the frustration of having to deal with the impact of an inappropriate investment.

Spend More Time Making Mission Happen

The day-to-day management of an organization's IT investments is often performed by the IT department. However, IT remains an agenda item in almost every functional department within an organization. It is imperative that organizations be appropriately structured and operate within a governance framework that ensures that IT needs are met and that the IT capabilities are effectively managed -- all while allowing non-IT departments to focus on the mission of the organization. Proper IT analysis and planning occurs naturally when an organization is in tune with its mission and operates against a framework that drives out and delivers on business requirements.

Why T. White Parker?

T. White Parker has the IT experience and expertise to help our clients address IT challenges from a business perspective. We are skilled in assessing an organization's needs to objectively identify the best solutions. Conducting business needs assessments, identifying functional requirements, performing alternatives analyses and calculating returns on investment are just a few of the IT analysis areas in which we have expertise. Within the realms of planning and management, we are highly skilled in developing IT governance structures, Capital Planning and Investment Control procedures and making the business case for IT investments. We are highly skilled in building Enterprise Architectures and facilitating IT strategic planning endeavors. We are frequently called upon to help organizations develop mission-aligned IT plans that are feasible and actionable given existing and target IT infrastructures. Individual services related to this area include:

- IT Planning & Governance
- Business & Requirements Analysis
- Enterprise Architecture
- Solutions Architecture
- IT Capital Planning & Investment Control
- IT Portfolio Management
- E-Government Support (Federal Clients)
- Clinger-Cohen Compliance (Federal Clients)

