

GUIDING BUSINESS AND TECHNOLOGY CHANGE

Our clients drive complex, enterprise-wide business and technology transformation. They know that even the most promising vision will never be achieved without enthusiastic, prepared people and well-run programs. That's where we come in.

We move organizations from Reluctance to Results™.

WHAT MAKES US UNIQUE

We align just the right resources to each engagement, bringing senior consultants with 10-20+ years of experience to government, associations and commercial organizations undergoing large transformational change. The experts we staff allow us to put smaller, more effective teams in place that get the work done smarter and better cultivate a deep understanding of how our clients' organizations function.

Our specialized knowledge helps our clients to achieve:

- [Technology Adoption](#)
- [Delivering Customer Experience \(CX\)](#)
- [Cybersecurity Mindset](#)
- [Cloud Adoption](#)
- [DevOps Culture Building](#)
- [Artificial Intelligence Integration](#)

WHEELHOUSE WAYPOINTER™

We guide clients on their path to change using our proprietary maturity model framework, the Wheelhouse Waypointer™. This customized roadmap baselines the client's current state, provides a holistic view of the business, and measures progress and impact.

OUR SERVICES



Stakeholder Engagement & Communications

Stakeholder Analysis, Communication and Campaign Strategy, Message Development, Communications Execution, Event Design and Management



Organizational Change Management

Strategic Planning, Organizational Assessment, Culture Development, Organizational Design, Change Readiness, Change Management



Workforce Transformation

Workforce Planning, Workforce Development, Employee Engagement, Team Strengthening, Performance Management, Diversity and Inclusion



Business Optimization

Strategic Planning and Roadmapping, Technology Business Management (TBM), Business Process Mapping (BPM), Portfolio Management, Program Leadership and Governance, Executive Reporting

In a recent Dun & Bradstreet survey, **100% of our clients** said they would recommend Wheelhouse Group to others.



www.WheelhouseGroup.com

Woman-owned small business (WOSB), founded in 2003
Address: 11350 Random Hills Road, Suite 800, Fairfax, VA 22030
Phone: 202-430-6944
Email: contact@wheelhousegroup.com

GSA MAS Contract#: GS-10F-211AA, GS-00F-126DA
DUNS: 137298811
Primary NAICS Codes: 541611, 541612, 541613, 541618, 541990, 611430
 Copyright ©2021 Wheelhouse Group, Inc.

OUR EXECUTIVE LEADERSHIP TEAM



LAURIE AXELROD
CEO



BETH McDONALD
President



CHRIS FROTHINGHAM
Partner



JOIWIND RONEN
Partner

WHERE WE ARE MAKING AN IMPACT



DEPARTMENT OF TREASURY
Years of service: 2005-Present

Internal Revenue Service

Supporting the office of the CIO in delivering IT modernization priorities. Creating IT deployment communications to deliver a superior customer experience for 90,000+ employees. Redefining governance, culture and an operating model to transform to DevOps.

United States Mint

Providing IT communications, portfolio and program management, organizational change management, and leadership development services in support of the office of the CIO.

Fiscal Service

Defining and executing Cybersecurity outreach programs that engage stakeholders and cultivate a security-focused culture. Leading communications and organizational design to support IT modernization efforts.



GENERAL SERVICES ADMINISTRATION
Years of service: 2013-Present

Helping executive leadership in workforce development and organizational improvements. Expanding outreach, program management and event support for 20 government-wide communities of practice. Providing executive coaching for 50+ executives to build change leadership skills.

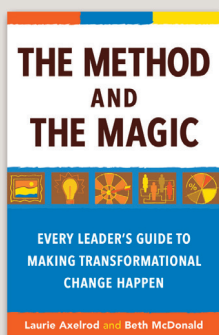


DEPARTMENT OF LABOR
Years of service: 2011-Present

Leading a multi-year, national program to increase employment for people with disabilities. Developed a comprehensive stakeholder engagement strategy, working with over 100 technology companies, government agencies and advocacy organizations to provide accessible technology and increase workplace diversity.

The Method and The Magic: Every Leader's Guide to Making Transformational Change Happen

by Laurie Axelrod and Beth McDonald



At some point, every leader is called upon to drive a complex change—from a new way of working within a department to a game-changing, enterprise-wide project. **Imagine it's your turn.** You know that getting there requires people at all levels in the organization to see the value of this change and get on board.

Our unique method for helping people embrace change and the magic that makes it happen is outlined in our lively and actionable book – *The Method and the Magic*.

We frequently host book discussions, speak at industry conferences, and help teams establish a path forward on their change initiatives. Contact us to help your team.

www.themethodandthemagic.com