



# PUBLIC SECTOR PERFORMANCE GROUP

*Better Government Starts Here*



## State Capability Statement

**Summary:** Public Sector Performance Group partners with states and local government agencies, providing proven senior leadership and senior executive experience to strengthen public communications, improve organizational performance, and support leaders managing change, risk, and public accountability.

### KEY DATA

- Legal Entity: A Word In Edgewise, LLC
- DBA: Public Sector Performance Group
- Washington State UBI: 606008872
- Business Location: Washington State
- WA DVA Certified: WDVAWEW26
- NIGP Codes:
  - 0918-75-Management Consulting
  - 0918-26-Comms/Public Relations
  - 0918-58-Governmental Consulting
  - 0918-83-Organizational Develop.
- DES / WEBS Registration: Registered

### DIFFERENTIATORS

- Washington-based, veteran-led: Deep understanding of state and local government operations and public accountability
- Clients work directly with senior executives and program directors, not junior staff
- Practical and compliant: Recommendations grounded in public-sector realities, labor rules, and budget constraints
- Flexible engagement models: Project-based, on-call, or embedded advisory support

### CORE COMPETENCIES

- Public affairs and stakeholder communications
- Executive, internal, and external communications
- Crisis and emergency communications
- Organizational performance and operational improvement
- Human capital strategy and HR advisory
- Change management and workforce transition support
- Leadership coaching and executive advisory
- Project management and process improvement

### WHY PSPG?

- We help government organizations strengthen performance, improve communication, and manage change thoughtfully and responsibly.
- Our associates have an average of 28 years senior-level government experience, including Director roles across multiple agencies and service lines.
- We've led programs, managed budgets, navigated complex regulations, and supported agencies through both routine operations and high-consequence moments. We understand government from the inside – because we've been there.
- Our work focuses on practical improvement, clear communication, and solutions that respect people, process, and public trust.

### CONTACT

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## Team Experience

- **Strategic and Crisis Communications** Our associates have built agency-wide communications strategies at the national level and led real-time crisis response across federal emergencies, developing messaging frameworks and coordinating rapidly across leadership, media, and legislative liaisons under high-pressure conditions.
- **Public Outreach and Stakeholder Engagement** Our team has executed public engagement strategies for government agencies, reaching diverse audiences across community, tribal, nonprofit, and intergovernmental channels to build understanding and public trust.
- **Organizational Change Management** Large-scale organizational change requires experienced hands. PSPG associates have guided senior executives through restructuring, mission realignment, and workforce transitions while maintaining operational continuity and employee engagement.
- **Government Affairs, Policy, and Interagency Communications** Our practitioners have represented agencies in legislative and regulatory settings, advising leadership on political risk, supporting testimony preparation, and coordinating across agencies, tribal governments, Congress, and NGO partners.
- **Organizational Performance and Accountability** Measurable outcomes drive our approach. PSPG associates have designed and delivered communication strategies tied directly to performance reporting, workforce engagement initiatives, and public accountability requirements.
- **Program Management** From initiation through closeout, our associates have directed multi-million dollar programs, leading cross-functional teams, managing budget accountability, and maintaining schedule performance across complex government environments.
- **Financial Management** PSPG associates bring deep experience in government budget planning, execution, and oversight, working within the constraints and compliance requirements common to state and federal appropriated fund environments.
- **Human Resources and Workforce Management** Our team has led human capital planning, executive recruitment, workforce restructuring, and performance management within civil service frameworks and merit system requirements.



*PSPG leadership during federal emergency response, Malheur NWR*