



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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Past Performance

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.

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.

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.



PSPG leadership during federal emergency response

Public Engagement/Outreach

Our team has executed complex public engagement strategies for government agencies, reaching diverse audiences across community, tribal, nonprofit, and intergovernmental channels to build understanding and public trust.

Performance and Accountability

Measurable outcomes drive our approach. PSPG associates have designed and delivered management 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.

Workforce Management

Our associates have led all levels of organizations as Directors and Program Leads. We have navigated workforce restructuring, performance management, human capital planning, and executive recruitment and coaching.