



Service. Accountability. Better Government.

# Applied Management Professionals Program

Live, Learn, and Gain Professional Experience in the Nation's Capital

Our mission is to positively transform the effectiveness and quality of federal government management.

# We provide our clients with the tools and resources necessary to achieve the best possible outcomes.

Strategic Executive Services

Marketing and Strategic Communications

Organizational Design

Program Governance and Management

Facilitation

Applied Management Professionals Program

# Our Applied Management Professionals (AMP) Program serves graduate students and federal leaders alike.

Graduate students gain **relevant experience** in the application of advanced professional consulting skills

Federal leaders enjoy **affordable, professional** project delivery that offers immediate and long-term solutions

## It's a Win-Win Situation!



**Rachel Brody**

2011 Applied Management Professional

*The AMP Program is not just an internship. You actually learn and practice the things that you talk about in a classroom. It's completely hands-on.*

*For me, it was a huge learning experience.*



# We utilize key components that ensure exceptional client delivery.

- ✓ Professional Trainings
- ✓ Corporate Mentorships
- ✓ Networking Receptions
- ✓ Executive Luncheons
- ✓ DC Excursions
- ✓ Corporate Projects

As a result...

The AMP Program has more than doubled in size and reach since its inception in 2009.



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# Applied Management Professionals Program

A Closer Look at the 2011 Program

# 2011 Applied Management Professionals



**Mark Buckley**

GEORGE WASHINGTON UNIVERSITY

**Courtney Gleason**

VIRGINIA TECH

**Rachel Brody**

GEORGE WASHINGTON UNIVERSITY

**Ethan Palmer**

GEORGE WASHINGTON UNIVERSITY

**Aryn Ehlow**

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**Stacey Pollack**

INDIANA UNIVERSITY

**Greg Feldman**

GEORGE WASHINGTON UNIVERSITY

**Alex Reames**

UNIVERSITY OF CALIFORNIA–SAN DIEGO

**Elena Foukes**

UNIVERSITY OF CALIFORNIA–SAN DIEGO

**Carl Urness**

INDIANA UNIVERSITY

# From Professional Trainings...

- ✓ Introduction to Process Design
- ✓ Working in the Beltway
- ✓ Introduction to Project Management
- ✓ Strategic Planning



# to Corporate Mentorships...

- ✓ Build Relationships and Connections
- ✓ Communicate Knowledge and Experience
- ✓ Create Opportunities for Professional Development
- ✓ Collaborate on Fresh Ideas



# to Executive Luncheons...

- ✓ Learn through Conversation
- ✓ Understand What it is Like to be a Government Executive
- ✓ Share Ideas about Better Government
- ✓ Network with Today's Government Leaders



# to Client Delivery...

- ✓ Orientation Guide and Budget Process Documentation
- ✓ Budget and Onboarding Process Design
- ✓ Standard Operating Procedure Development
- ✓ Asset and Customer Account Management



The 2011 Applied Management Professionals gained valuable experience to prepare them for careers in public service.



**Stacey Pollack**

2011 Applied Management Professional

*The AMP Program has really helped me define my professional goals as well as help me discover what kind of a professional I am.*





**Alexandra Reames**

2011 Applied Management Professional

*Getting hands-on experience working in the Federal Government and having a chance to work with actual government executives is not something you have the opportunity to do with a lot of other internship programs.*



But it was their final deliverables that had our Federal Government clients over the moon.



## Point-of-Contact

Prime Contractor

*The AMP Program was amazing! The AMPs were hardworking, dedicated, motivated and highly intelligent. They quickly became a valued part of the team. It was a great loss to see them go professionally and personally. I felt honored to be part of such a memorable experience in their lives. I will never forget them.*





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# U.S. Department of Veterans Affairs

2011 AMPP Client Delivery Overview



# Information Technology Resource Management

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## GOVERNMENT SPONSOR

Rom Mascetti

Deputy Assistant Secretary for Information Technology  
Resource Management (ITRM)

Chief Financial Officer Office of Information & Technology

## GOVERNMENT POC

Jim Bradley  
IT Comptroller

## APPLIED MANAGEMENT PROFESSIONALS

Mark Buckley

Aryn Ehlow



# ITRM Orientation Guide

## CLIENT CHALLENGE:

Disparate Information about ITRM was spread throughout several documents and presented in unclear, internal jargon.

## AMP TASKS:

- Consolidate and refine information from all of the ITRM documents
- Create one comprehensive orientation guide for new hires and non-ITRM stakeholders



## Steps Taken:

- ✓ Reviewed Existing Documents
- ✓ Collaborated with Managers and Budget Analysts
- ✓ Facilitated In-depth Stakeholder Interviews
- ✓ Developed Multiple Logic Models and Organizational Charts
- ✓ Created Cohesive Orientation Guide



These highly-qualified AMPs delivered even more than the client asked for.

# Value Added



- Provided a guide to enable widespread understanding of ITRM's purpose, activities, goals, and long-term mission to ensure the clients' stakeholders are aware and informed of their organizational priorities
- Developed a template for similar examinations of additional ITRM units allowing the client to streamline documentation and information sharing
- Created a framework for upcoming evaluations of ITRM program effectiveness to enable the client to easily assess its program and information
- Introduced the use of logic models to ITRM to clarify operations and make it possible for the client to effectively evaluate its programs

# CDCO Process Documentation

## CLIENT CHALLENGE:

The Corporate Data Center Operations (CDCO) internal contracting process was not clear or documented.



## AMP TASKS:

- Document the existing CDCO process
- Develop recommendations for process improvements



## Steps Taken:

- ✓ Performed Background Research
- ✓ Coordinated Meeting Logistics with CDCO in Austin, TX
- ✓ Interviewed Stakeholders from ITRM and CDCO in Austin, TX
- ✓ Documented Current Processes
- ✓ Formulated Recommendations for Process Improvements



These motivated AMPs went above and beyond.

# Value Added



- Developed the first clear illustration of current CDCO contract processes to enable the client to identify areas of improvement and implement change
- Promoted a shared understanding of these processes between ITRM and CDCO to foster adoption and improvement for the client
- Created a template for mapping and enhancing additional ITRM processes so that the client can continue to make improvements in the future



## AMP Lessons Learned:

- ✓ Consolidated IT departments function uniquely
- ✓ Evolving organizational structure affects budget
- ✓ IT projects are inherently difficult to plan for
- ✓ Networking with experienced professionals is key to success
- ✓ Supportive, approachable management are a great asset



# Virtual Lifetime Electronic Record

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## GOVERNMENT SPONSOR

Gerry Lowe  
Director Virtual Lifetime Electronic Record (VLER)

## GOVERNMENT POCs

Lorie Rose Henderson  
Compliance Manager/COTR

Greg Paige  
Deputy Director VLER

## AMP TEAM LEAD

Jenny Weng

## APPLIED MANAGEMENT PROFESSIONALS

Rachel Brody

Courtney Gleason

Ethan Palmer

Alexandra Reames

# Budget Process



## CLIENT CHALLENGE:

The existing process did not ensure consistency of data across the required budgeting tools.

## AMP TASKS:

- Connect with program managers (PMs) to gain an understanding of the process
- Provide alternative process solutions



## Steps Taken:

- ✓ Performed Background Research
- ✓ Held Weekly Meetings with Budget Analysts
- ✓ Provided Weekly Status Updates to Business Operations Team
- ✓ Facilitated Bi-weekly Meetings with Client and Point-of-Contact
- ✓ Interviewed Program Managers



Once again, our motivated AMPs stepped it up a notch (or two).

# Value Added



- Provided recommendations with near-term, mid-term, and long-term suggestions to ensure client success
- Identified the advantages and disadvantages for each recommendation to help the client fully understand the risks and benefits of each
- Created a report with detailed information on methodologies, recommendations, and alternatives to guide the client in further research
- Drafted an analysis matrix to assist the client in choosing among alternatives in the future

# Onboarding Process



## CLIENT CHALLENGE:

Contractors cannot effectively contribute until fully onboarded, and as a result, VLER was wasting resources.

## AMP TASKS:

- Perform stakeholder interviews
- Provide report with analysis and recommendations



## Steps Taken:

- ✓ Performed Background Research
- ✓ Attended Introduction to Process Design Training
- ✓ Provided Weekly Status Updates to Business Operations Team
- ✓ Held Regular Meetings with Client and Point-of-Contact
- ✓ Interviewed Stakeholders



In true M Squared fashion,  
the AMPs exceeded expectations.

# Value Added



- Provided an analytical report that included immediate and longer-term recommendations, and also identified the advantages and disadvantages for each suggestion to enable the client to make informed decisions for improvement
- Designed three process maps (with accompanying narrative) of the contractor onboarding process to offer both visual and descriptive representations of a complex process — excellent tools for both training and quick reference!
- Developed a sample shared tracking tool to assist the client to easily track contractor progress and quickly identify gaps or delays
- Created a sample contractor onboarding guide to help the client minimize errors, reduce unnecessary call volume, and accelerate the onboarding process



## AMP Lessons Learned:

- ✓ The budget and onboarding processes are complex
- ✓ A precise level of standardization is difficult to determine
- ✓ Contractors play a significant role within VLER
- ✓ Communication skills are very important
- ✓ The AMP contributions positively impacted critical projects



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# U.S. Department of Transportation

2011 AMPP Client Delivery Overview



# Information Technology Shared Services

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## GOVERNMENT SPONSOR

Maureen Jones  
Deputy Chief Information Officer

## PRIME CONTRACTOR

ActionNet

## PRIME POC

Crystal Compton

## AMP TEAM LEAD

Erin Farr

## APPLIED MANAGEMENT PROFESSIONALS

Gregory Feldman

Elena Foukes

Stacey Pollack

Carl Urness

# SOP Development



## CLIENT CHALLENGE:

The federal deadline for completion of the required Standard Operating Procedures (SOP) was nearing with minimal resources.

## AMP TASKS:

- Establish and develop relationships with subject matter experts (SMEs)
- Document, edit, and deploy SOPs

## Steps Taken:

- ✓ Facilitated Meetings with SMEs for Background Research
- ✓ Met with Technical Writing Team Weekly
- ✓ Documented Standard Operating Procedures
- ✓ Initiated Manager Reviews
- ✓ Made Necessary Edits and Submitted for Final Review



Yet again, our motivated AMPs exceeded in their environment providing successful delivery.

# Value Added



- Exceeded federal deadline for completion of Disaster Recovery SOPs to ensure that the client was in compliance
- Coordinated the development of SOPs with various stakeholders to generate awareness of everyone's role within the processes
- Accelerated the development of SOPs in multiple areas and additional categories to enable the client to promote a common understanding

# Asset Management



## CLIENT CHALLENGE:

The performance of the inventory and communications processes did not meet the expected standards.

## AMP TASKS:

- Perform gap analysis
- Develop recommendations

## Steps Taken:

- ✓ Documented the steps to provide assets to DOT
- ✓ Converted documented steps into SOPs
- ✓ Established a work breakdown structure
- ✓ Performed gap analysis
- ✓ Developed recommendations for improvements



In true M Squared fashion, the AMPs were quick to adapt and successfully fulfill a critical need.

# Value Added



- Created a plan of action and milestones for task accomplishments to ensure that the client could track the work for successful completion
- Provided a report that included immediate and longer-term recommendations, and also identified the advantages and disadvantages for each suggestion to enable the client to make informed decisions for improvement
- Identified challenge areas in the processes and worked with the stakeholders to ameliorate allowing the client to focus on process improvement

# Customer Account Management

## CLIENT CHALLENGE:

Due to the challenges with records management, upgrading computers to Windows 7 would require an additional expense to purchase all new software licenses.

## AMP TASKS:

- Create modal fact sheet template
- Reorganize the shared network drive

## Steps Taken:

- ✓ Met Weekly with Project Manager and Project Team
- ✓ Performed Background Research
- ✓ Interviewed Stakeholders
- ✓ Developed Communication Collateral
- ✓ Organized Information for Stakeholder Use



Once again, our motivated AMPs were successful in delivering quality results in a short timeframe.

# Value Added



- Provided a foundation for Windows 7 migration, which streamlined the process and provided the client with immediate assistance and cost savings
- Identified informational gaps that had broad impact that will allow the client to mitigate
- Created tools to facilitate Customer Account Management work and enables the client to standardize the process

## AMP Lessons Learned:

- ✓ Dealing with government inefficiency requires patience
- ✓ SOPs are necessary to identify and improve business process
- ✓ Communication with SMEs is key in the development of SOPs
- ✓ There are federal deadlines for completions of SOPs
- ✓ SOPs are required for specific audit deadlines

In addition to client delivery, the AMPs also worked on several corporate projects to contribute to the growth of M Squared Strategies.



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# Corporate Marketing

CORPORATE SPONSOR

Whitney Starring

PROJECT MANAGER

Jenny Weng

APPLIED MANAGEMENT PROFESSIONALS

Aryn Ehlow

Elena Foukes

Courtney Gleason

Carl Urness

## CLIENT CHALLENGE:

The corporate service offerings were not clearly defined, making it difficult to create effective marketing collateral and business development tools.

## AMP TASKS:

- Write success narratives to illustrate the service offerings in action
- Create and update content for marketing collateral and website

## Steps Taken:

- ✓ Reviewed Current Marketing Collateral and Website
- ✓ Formulated Questions to Drive to Clarity of Information
- ✓ Interviewed Service Line Managers and Stakeholders
- ✓ Critiqued Current Marketing Tools Based on New Findings
- ✓ Created Evaluation System for AMP Program

- Reviewed marketing collateral and website to ensure that all communications clearly convey the message that M Squared Strategies wants to present to clients, partners, and recruits providing an outsider's interpretation for better understanding
- Provided interview notes to give insight for additional narratives that can be added to service offering collateral and website
- Fulfilled a GSA requirement for the AIMS submission with the success narratives, which may provide M Squared Strategies with more contract opportunities
- Provided a questionnaire template to collect important information that can be used in future marketing collateral or proposals

## AMP Lessons Learned:

- ✓ It is important to manage client expectations
- ✓ M Squared Strategies is made up of people with multiple skill-sets that are not necessarily different; instead the different service offerings complement each other to create a management consulting firm
- ✓ Consulting requires in-house work along with client work, and one would not exist without the other



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# Business Development

CORPORATE SPONSOR

Jeremy Nurse

PROJECT MANAGER

Laurel Wemhoff

APPLIED MANAGEMENT PROFESSIONALS

Rachel Brody

Mark Buckley

Alex Reames

## CLIENT CHALLENGE:

Information sharing between business development personnel and other M Squared Strategies staff was not as efficient as it could be.

## AMP TASKS:

- Develop system for pursuing, identifying, tracking, and closing new leads and opportunities
- Launch a technology platform that simplifies the processes of assigning responsibilities and tracking opportunities

## Steps Taken:

- ✓ Audited and Outlined SharePoint Tabs
- ✓ Proposed Reorganization Plan
- ✓ Mapped Current Content to Proposed Reorganization
- ✓ Solicited Input on Proposed Reorganization
- ✓ Recommended File Sharing Technology

- Provided strategic recommendations for future business development
- Enabled the Business Development Team to leverage prior work to enhance future initiatives by improving document access
- Created a more collaborative and user-friendly workspace for M Squared Strategies staff to prepare proposals and share files

## AMP Lessons Learned:

- ✓ Ongoing business development efforts are critical
- ✓ Seemingly small changes can have big effects
- ✓ It is important to leverage constantly improving technology
- ✓ Prior work can enhance future initiatives
- ✓ Fresh eyes can often help quickly address problems



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# Corporate Giving

CORPORATE SPONSOR

Brenda Maynor

PROJECT MANAGER

Brian St.Sauveur

APPLIED MANAGEMENT PROFESSIONALS

Gregory Feldman

Ethan Palmer

Stacey Pollack

## CLIENT CHALLENGE:

Making corporate donations and planning charity events can be a difficult task without clearly-defined guidelines.

## AMP TASKS:

- Research best practices for corporate giving and charity event planning
- Develop a corporate giving guidebook

## Steps Taken:

- ✓ Interviewed Industry Leaders about Best Practices
- ✓ Researched M Squared Strategies' Past Giving Practices
- ✓ Interviewed Company President about Future Goals
- ✓ Solicited Recommendations from Employees
- ✓ Compiled Findings into a Comprehensive Guide

- Recommended that M Squared Strategies appoint a single employee to serve as the Corporate Giving Director in order to streamline the giving process
- Increased company-wide awareness of M Squared Strategies' volunteering and corporate donation matching policies
- Equipped the company with a corporate giving guide that will be able to be used for all future event planning

## AMP Lessons Learned:

- ✓ Some projects must be modified in the early stages
- ✓ Corporate giving is important for a small business
- ✓ Event planning requires a high level of time and support
- ✓ A Corporate Giving Guide requires specific elements
- ✓ There are many opportunities for giving in Washington, DC



**Greg Feldman**

2011 Applied Management Professional

*I think it's changed my life forever. I think I'm a new person after this summer. I'm going back to grad school in a couple weeks, and even my class coursework has changed because of this summer.*

*I can see myself in a different place after graduation because of what I've learned from M Squared Strategies.*





**Carl Urness**

2011 Applied Management Professional

*I would recommend the AMP Program to any graduate student that is looking to work in the public sector, consulting, or in public policy.*

*You will get an in-depth understanding of how consulting works in Washington, DC, and learn how public policy is implemented within the government.*



Take advantage of this unique internship that offers the experience you need to pursue a fulfilling career in public service.

# Contact us today to learn more!

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Alessandra Colia

AMP Program Director

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