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CERTIFICATIONS | AWARDS



UEI:

L4U4D7NHSTV1

CAGE CODE:

9KNR1

NAICS CODES:

- 541611 – Admin & General Mgmt.**
 - o 541613 – Marketing Consulting Svc
 - o 541618 – Other Mgt Consulting Svc
- 541720 – R&D SS & Humanities**
 - o 541990 – All other Science/Tech Svc
- 561499 – Other Business Support**
- 611430 – Prof & Mgt Dev Training**
 - o 611710 – Educational Support Svc
- 624110 – Child & Youth Svc**
 - o 624190 – Other Indiv & Family Svc

Hera Associates is an organizational transformation firm that improves performance through leadership, culture, & execution systems.

WE HELP AGENCIES AND ORGANIZATIONS THAT ARE:

- Scaling faster than their systems
- Leaving revenue untapped
- Struggling with inefficient processes
- Preparing for government contracting
- Experiencing leadership misalignment
- Seeking stronger culture and accountability

We build practical systems that increase revenue, improve efficiency, & position organizations for sustainable growth.

CORE SOLUTIONS

- **Strategic Planning & Execution:** Outcome-based design, organizational strategy, implementation roadmaps, & performance alignment.
- **Organizational Effectiveness & Process Optimization:** Workflow redesign, governance structures, resource optimization, & execution discipline models.
- **Revenue & Capture Strategy:** Pipeline development, grant & proposal strategy, diversification, & positioning for public & private markets.
- **Monitoring, Evaluation & Learning (MEL):** Dashboards, impact tracking, & decision-support systems that reduce risk & improve outcomes.
- **Communications & Stakeholder Engagement:** Brand messaging, campaign strategy, coalition alignment, & engagement planning.
- **Leadership Development & Change Management:** Executive coaching, resilience-building, change leadership, & cross-functional alignment.

DIFFERENTIATORS

- **Net Positivity Framework™:** Performance & purpose integrated.
- **Human-Centered Transformation:** Change that aligns leadership, culture, & systems.
- **Execution Discipline:** Strategy translated into measurable performance.
- **Senior-Level Access:** Direct engagement with seasoned executive advisors.
- **Cross-Sector Advantage:** Transferable solutions across complex environments.

PAST PERFORMANCE



CAPABILITY STATEMENT