Captivate

AGILE • STRATEGIC • SUSTAINABLE • TRANSFORMATIVE

Vision, Mission and Values

Our Organizational Statements and Brand Identity

Captivate Perspectives Corporation
dccaptivate.com

2027 EDITION

About Captivate Perspectives

Captivate Perspectives Corporation is a diversified, full-service professional services and business solutions firm delivering innovative strategies, specialized services, and curated high-quality products to government agencies, businesses, and institutions. We help organizations strengthen performance, drive growth, and achieve measurable results across domestic and international markets.

Headquartered in Washington, DC, Captivate is a for-profit corporation serving government, corporate, institutional, commercial, and international markets. Our consultants, strategists, and industry professionals advise, design, build, train, implement, manage, staff, measure, and transform, supporting clients from first assessment through execution and evaluation.

More than two decades of work in education, workforce development, and public-sector programs remain an important part of who we are. Today that experience sits within a broader portfolio of ten practice areas organized into seven solution groups, from strategy and AI transformation to program management, staffing, and facilities services.

Our foundation at a glance

Element	Summary
Vision	To be a trusted, diversified professional services and business solutions partner, recognized across domestic and international markets for turning strategy into measurable results.
Mission	To engage, equip, and empower government agencies, businesses, and institutions with innovative strategies, specialized services, and curated high-quality products that strengthen performance, drive growth, and deliver measurable results.
Purpose	To connect strategy to execution so that organizations perform at their highest potential and the people they serve can thrive.
Promise	To be a trusted partner committed to the success of those we serve.
Guiding principles	Integrity, Excellence, Collaboration, Innovation, Accountability, and Access.
Brand attributes	Agile, Strategic, Sustainable, and Transformative.
Brand line	Solutions for Success.

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Vision and Mission

Our vision describes the future we are working to create. Our mission describes the work we do every day to get there. Together they set the direction for every engagement, partnership, and investment at Captivate Perspectives Corporation.

Our Vision

> *To be a trusted, diversified professional services and business solutions partner, recognized across domestic and international markets for turning strategy into measurable results.*

Captivate will be the partner organizations call when a priority has to move from plan to performance. We will be known for the breadth of an enterprise and the focus of a partner: able to assemble strategy, technology, talent, program delivery, operational services, and products into one accountable solution, and to deliver it with the same quality in a District agency, a corporate office, a school system, or an international partnership.

What our vision means for those we serve

We envision	A future in which
Government agencies	Public programs are planned, staffed, and delivered on time, in compliance, and with results residents can see.
Businesses and industry	Employers have the strategy, systems, talent, and tools they need to compete and grow.
Institutions	Schools, health systems, and nonprofits operate with strong leadership, sound operations, and future-ready workforces.
International partners	Cross-border collaboration produces locally relevant results built on trust and shared accountability.
People and communities	Individuals gain the skills, credentials, and opportunities to enter and advance in meaningful work.

Our Mission

> *To engage, equip, and empower government agencies, businesses, and institutions with innovative strategies, specialized services, and curated high-quality products that strengthen performance, drive growth, and deliver measurable results.*

We fulfill this mission by listening first, aligning to each client's priorities, and assembling the right expertise for the work. We combine advisory insight with disciplined project management and continuous improvement, so that recommendations become implemented solutions and implemented solutions become measurable outcomes.

How we carry out the mission

Commitment	What it looks like in our work
Engage	We start with the client's goals, context, and constraints, and co-design solutions with the people who will use them.
Equip	We provide the strategy, talent, technology, training, services, and products organizations need to perform.
Empower	We build capacity, transfer knowledge, and measure results so that progress lasts beyond our engagement.

> **OUR MISSION IN ONE SENTENCE**
>
> Captivate Perspectives helps organizations turn priorities into performance through integrated strategy, specialized services, and curated products, delivered with integrity, excellence, and accountability.

Our Business Portfolio

Captivate's work is organized into seven solution groups and ten practice areas. Many engagements draw on several practices at once; the structure helps clients find the right entry point and helps our teams assemble integrated solutions.

Solution group	Practice areas	Focus
Strategy & Transformation	Strategic Management, Organizational Development & Transformation	Strategic planning, change management, operational improvement, and capacity building.
Workforce & Talent	Workforce Development & Workforce Intermediary Services Human Resources, Staffing & Talent Solutions	Career pathways, pre-apprenticeships, employer partnerships, talent acquisition, and workforce deployment.
Education & Professional Learning	Education, Training & Professional Development Industry Career Academies & Sector Training	Leadership and executive education, educator training, curriculum design, and sector academies.
AI, Technology & Innovation	AI, Digital Transformation & Future-Ready Skills	AI readiness, literacy, governance, responsible adoption, and digital skills.
Health, Human & Justice Services	Human Services, Behavioral Health & Community Support Corrections Education, Reentry & Justice-Involved Services	Service navigation, caregiver support, corrections education, and reentry programming.
Program & Project Delivery	Program & Project Management	PMO support, grant implementation, oversight, monitoring, and evaluation.
Facilities & Operational Services	Maintenance & Janitorial Services	Commercial and office cleaning, day porter services, floor care, event cleanup, and light maintenance.

From Strategy to Execution

Across every practice, we support the full lifecycle of an initiative so clients gain one integrated partner focused on getting the work done.

Assess	Plan	Design	Staff	Implement	Manage	Evaluate
Needs, readiness, and opportunity analysis	Strategy, scope, and measurable objectives	Programs, curricula, and operating models	Recruit and deploy qualified personnel	Launch and deliver against milestones	Oversight, quality, and compliance	Measure outcomes and improve

Markets We Serve

Our capabilities adapt across sectors: government; business and industry; education; healthcare; workforce development; corrections and justice; construction and infrastructure; youth services; nonprofits; hospitality and tourism; and international markets.

We engage as a prime contractor, subcontractor, teaming partner, joint venture member, or consortium participant, with clearly defined roles, scope, compliance responsibilities, and performance expectations.

International Engagement

Captivate pursues international opportunities in market entry and business development, international advisory and project delivery, trade, sourcing and product distribution, education and workforce partnerships, and institutional capacity building. We structure this work around client requirements, local expertise, and applicable regulations, and we favor partnership models such as subcontracting, joint ventures, consortia, and locally led delivery teams.

Captivate is registered with the Export-Import Bank of the United States for export credit insurance.

> International markets described here are areas of business development and exploration. Unless a specific contract or office is named, they should not be read as established contracts, operating offices, or in-country registrations.

Products and Procurement

Alongside services, Captivate offers curated, high-quality products for organizations and individuals, including technology devices and accessories, educational and professional resources, digital products, books and eBooks, apparel and branded merchandise, and corporate and bulk procurement. Product categories reflect our sourcing focus; specific items, pricing, specifications, and delivery terms are confirmed by quote for each order.

Core Values

We, at Captivate Perspectives, commit ourselves to the following core values. They describe who we are, how we make decisions, and what clients, partners, and the people we serve can expect from us.

Values at a glance

Core value	In brief
Excellence	We hold every deliverable, service, and product to the highest standards of quality.
Expertise and Knowledge	We bring deep subject-matter knowledge and keep it current.
Innovation	We encourage creativity and adopt new methods and technologies, including artificial intelligence, where they improve results.
Collaboration	We work toward common goals with colleagues, clients, and partners, valuing teamwork and diverse ideas.
Client Partnership	We treat every client relationship as a long-term commitment built on trust, responsiveness, and respect.
People Growth	We are committed to the development of our staff and of the people our clients serve.
Inclusion and Equity	We value the dignity and contribution of every individual and work so that all can participate and thrive.
Access and Opportunity	We work so that background and circumstance are never barriers to opportunity.
Ethical Engagement	We act with integrity and take responsibility for the consequences of our decisions.
Responsible Stewardship	We care for the trust, resources, and relationships placed in our hands.

Excellence and Expertise

Excellence

We hold every deliverable, service, and product to the highest standards of quality.

In practice: Deliverables are reviewed against client requirements and industry standards before release, and every engagement closes with a quality review.

Expertise and Knowledge

We bring deep subject-matter knowledge and keep it current.

In practice: Our teams pair practitioners with sector specialists, and we invest in research, certification, and professional development.

Innovation

We encourage creativity and adopt new methods and technologies, including artificial intelligence, where they improve results.

In practice: We pilot new approaches, evaluate what works, and scale what produces value for clients.

People and Partnership

Collaboration

We work toward common goals with colleagues, clients, and partners, valuing teamwork and diverse ideas.

In practice: Solutions are co-designed with clients, and cross-functional teams share ownership of outcomes.

Client Partnership

We treat every client relationship as a long-term commitment built on trust, responsiveness, and respect.

In practice: We listen first, communicate clearly, and adapt delivery to each client's environment.

People Growth

We are committed to the development of our staff and of the people our clients serve.

In practice: Team members receive coaching, training, and clear paths to grow; program participants receive support that continues beyond a single engagement.

Inclusion and Equity

We value the dignity and contribution of every individual and work so that all can participate and thrive.

In practice: We remove barriers to participation, offer accessible formats, and review our practices for fairness.

Access and Opportunity

We work so that background and circumstance are never barriers to opportunity.

In practice: We design solutions for diverse audiences and markets, including people and places that are often overlooked.

Integrity and Stewardship

Ethical Engagement

We act with integrity and take responsibility for the consequences of our decisions.

In practice: We report honestly, protect confidential information, and disclose and manage conflicts of interest.

Responsible Stewardship

We care for the trust, resources, and relationships placed in our hands.

In practice: We manage funds transparently, comply with contract requirements, and plan for results that endure.

Organizational Statements

The following fifteen statements express Captivate's positioning as a diversified professional services and business solutions corporation serving government, corporate, institutional, commercial, and international markets. They are written for use in strategic plans, proposals, capability statements, and client communications.

Statements at a glance

#	Statement	Focus
1	**Purpose Statement**	Why we exist
2	**Philosophy Statement**	How we believe performance improves
3	**Guiding Principles**	The compass for every decision
4	**Organizational Promise**	What clients can count on
5	**Strategic Priorities**	Where we focus our investment
6	**Theory of Change**	How our work produces lasting results
7	**Goals and Objectives**	What we aim to achieve
8	**Impact Statement**	The difference we make
9	**Ethics and Integrity Statement**	How we conduct ourselves
10	**Sustainability Statement**	How we build for the long term
11	**Accountability Statement**	How we measure and report
12	**Learning and Knowledge Philosophy**	How people and organizations learn
13	**Innovation Statement**	How we stay ahead
14	**Continuous Improvement Statement**	How we keep getting better
15	**Community Commitment Statement**	How we serve our communities

Purpose Statement

We connect strategy to execution, organizations to solutions, and people to opportunity.

Captivate exists to help organizations perform at their highest potential. Government agencies, businesses, and institutions face complex demands with limited time and resources; our purpose is to close the gap between what they intend and what they achieve.

We do this by integrating advisory services, technology, talent, program delivery, operational services, and products into coordinated solutions. Every engagement is grounded in excellence and accountability, and designed to leave clients with stronger capacity, better systems, and results they can measure.

KEY COMMITMENTS

- Turn client priorities into implemented, measurable outcomes.
- Integrate services and products into one accountable solution.
- Leave every client with stronger capacity than when we began.

Philosophy Statement

Strong organizations are built where strategy, people, and operations meet.

We believe performance improves when sound strategy, capable people, and well-run operations work together. A strong plan without the talent to execute it stalls; skilled teams without clear direction or reliable systems lose momentum. Our philosophy is to address all three.

Every client partnership is approached as an opportunity to co-create solutions that are pragmatic, measurable, and sustainable. We pair strategic insight with practical execution and treat continuous learning, ethical practice, and responsiveness as part of the work itself.

KEY COMMITMENTS

- Address strategy, people, and operations together.
- Co-create solutions with clients rather than delivering them to clients.
- Keep recommendations practical, measurable, and sustainable.

Guiding Principles

Six principles form the moral and operational compass of Captivate Perspectives.

Principle	What it means
1. Integrity	Integrity anchors our relationships, ensuring transparency and trust in every engagement and transaction.
2. Excellence	Excellence drives our commitment to deliver services and products of the highest quality, tailored to each client's requirements.
3. Collaboration	Collaboration shapes our partnerships with agencies, businesses, institutions, and communities, reflecting our belief that shared success produces greater impact.
4. Innovation	Innovation fuels our use of emerging technologies, data, and methods, including artificial intelligence, to solve evolving challenges.
5. Accountability	Accountability reflects our recognition that our reputation is built on consistent performance, measurable results, and ethical leadership.
6. Access	Access keeps opportunity at the heart of our work, so that organizations of every size and people of every background can succeed.

Organizational Promise

We promise to be a trusted partner committed to the success of those we serve.

We deliver forward-thinking, client-centered solutions that combine innovation, technical excellence, and responsiveness. Our promise is rooted in consistency: every engagement should produce measurable value and strengthen the client's capacity to perform.

Whether we are advising on strategy, implementing a program, deploying staff, maintaining a facility, or fulfilling a product order, Captivate stands behind its commitment to elevate performance, inspire confidence, and deliver lasting results.

> **KEY COMMITMENTS**
>
> - Listen: begin with the client's goals, context, and constraints.
> - Co-design: build strategies that are both aspirational and actionable.
> - Execute: deliver with precision, professionalism, and clear communication.

Strategic Priorities

Five priorities shape our direction and our investments.

Priority	Description
1. Diversified Growth	Expand across government, corporate, institutional, commercial, and international markets, balancing the portfolio across all seven solution groups.
2. AI and Digital Leadership	Help clients adopt artificial intelligence and digital tools responsibly, and apply them to improve our own delivery.
3. Operational Excellence	Strengthen project management, quality assurance, compliance, and performance reporting across every engagement.
4. Talent and Workforce Solutions	Grow our capacity to recruit, develop, and deploy qualified people for clients and for our own teams.
5. Strategic Partnerships	Build teaming, joint venture, consortium, and international relationships that extend our reach and capability.

Theory of Change

When organizations have the right strategy, people, systems, and resources, they produce lasting results.

Our theory of change is straightforward: clients gain capacity when expert guidance is paired with disciplined implementation and reliable resources. Capacity, sustained over time, produces better services, stronger operations, and growth that benefits the people and communities those organizations serve.

We invest at the intersection of organizational performance and human development, and we measure what changes so that each engagement informs the next.

KEY COMMITMENTS

- Pair expert guidance with disciplined implementation.
- Measure outcomes, not only activities.
- Design for results that continue after our engagement ends.

Inputs	Activities	Outputs	Outcomes	Impact
Expertise, talent, technology, partners, products, funding	Advisory, implementation, training, staffing, program management, facility and product services	Plans executed, systems and tools deployed, staff placed, programs delivered	Stronger operations, improved services, growth, employment and advancement	High-performing organizations, resilient institutions, and thriving communities

Goals and Objectives

Strengthen client performance and grow a diversified, resilient company.

Our goals advance client outcomes and the long-term strength of Captivate as a business. Each objective is paired with how we measure progress.

Goal	Objectives	How we measure
Deliver measurable client results	Meet agreed scope, schedule, budget, and quality on every engagement.	Milestones met, client satisfaction, renewals, and reported outcomes
Diversify the portfolio	Grow work across all seven solution groups and new markets.	Revenue mix by group and market, new contract vehicles
Lead in AI adoption	Expand AI advisory, literacy, and governance services and use AI in our own operations.	Engagements delivered, organizations supported, internal efficiency
Build partnerships	Develop teaming, joint venture, and international relationships.	Active agreements, joint pursuits, and awards
Strengthen our operations	Improve quality systems, reporting, and staff development.	Audit findings, on-time reporting, staff retention

Impact Statement

Organizations strengthened, services improved, and opportunity expanded.

The impact of Captivate is reflected in the organizations we strengthen, the services we help improve, and the people who benefit when those organizations perform well. We help clients achieve outcomes such as improved operational efficiency, successful program delivery, well-staffed teams, well-maintained facilities, and a more skilled workforce.

We report impact carefully. Published results are drawn from documented program and project data; planning targets and illustrative examples are labeled as such.

KEY COMMITMENTS

- Report outcomes honestly, including what we learn when results fall short.
- Distinguish documented results from targets and illustrative figures.
- Design every engagement for impact that continues after it ends.

Ethics and Integrity Statement

Integrity is the foundation of Captivate Perspectives.

We conduct all business with fairness, honesty, and respect for every individual and institution we engage. Our decisions are guided by ethical practice, confidentiality, and compliance with contract, industry, and

governmental requirements in every market where we operate.

Ethical leadership extends beyond internal conduct. We model integrity through responsible stewardship of resources, fair treatment of all stakeholders, accurate representation of our capabilities and credentials, and a culture that encourages staff to raise concerns.

KEY COMMITMENTS

- Treat every individual and institution with fairness, honesty, and respect.
- Represent our capabilities, credentials, and results accurately.
- Protect confidential information and comply with applicable laws and standards.

Sustainability Statement

A company and solutions built to endure.

We are committed to long-term sustainability across operational, financial, environmental, and social dimensions. For clients, that means solutions designed to last beyond a single contract or funding cycle. For Captivate, it means a diversified portfolio that is resilient to changes in any one market.

We invest in scalable models, digital infrastructure, and people, and we favor responsible sourcing and resource-conscious operations in our facilities and product work.

KEY COMMITMENTS

- Build solutions and capacity that outlast any single engagement.
- Maintain a diversified, financially resilient portfolio.
- Manage resources responsibly in our services, facilities, and products.

Accountability Statement

Clear goals, tracked progress, and transparent reporting.

Accountability defines how Captivate measures, manages, and communicates performance. We set clear goals, track progress against milestones, and report outcomes in the format each client requires. Every engagement is guided by evaluation and quality systems that ensure resources are used efficiently.

Beyond metrics, accountability means mutual responsibility and open communication. We foster a culture of ownership in which staff and partners understand their roles in shared success.

KEY COMMITMENTS

- Set clear goals and track progress against them.
- Communicate results openly with clients and partners.
- Foster ownership among staff and partners.

Learning and Knowledge Philosophy

Not just competence, but confidence: the ability to learn, lead, and adapt.

Lifelong learning is a cornerstone of organizational success. Inside Captivate, we invest in the knowledge and certifications of our people. For clients, our education, training, and professional development practices bridge theory and practice so that teams can apply new skills immediately.

Our approach is adaptive and inclusive. We use technology, mentorship, and experiential models to meet diverse learner and organizational needs, from executive teams to frontline staff.

KEY COMMITMENTS

- Teach through active engagement, reflection, and application.
- Keep our own expertise and credentials current.
- Meet diverse needs through technology, mentorship, and experiential models.

Innovation Statement

Innovation is a daily practice, not an abstract concept.

We explore emerging technologies, trends, and methods to create solutions that anticipate a changing world. Artificial intelligence is central to this work: we help clients assess readiness, build literacy, govern use responsibly, and implement tools that improve performance.

We foster a culture where thoughtful experimentation is encouraged, and we apply what we learn across every practice area, from strategy and program management to staffing and operational services.

KEY COMMITMENTS

- Explore emerging technologies before our clients need them.
- Apply artificial intelligence responsibly to real client challenges.
- Encourage experimentation and share what works.

Continuous Improvement Statement

Each engagement informs the next.

We are committed to a culture of continuous improvement that prioritizes learning, reflection, and responsiveness. We review outcomes, analyze performance data, and integrate client feedback to enhance our services, products, and operations.

Improvement is embedded in our leadership and team culture. We invest in staff development, adopt modern tools, and benchmark against industry best practices.

KEY COMMITMENTS

- Review outcomes and integrate client feedback after every engagement.
- Invest in staff development and modern tools.
- Benchmark against industry best practices.

Community Commitment Statement

Business success and social progress are intertwined.

As a Washington, DC-based company, we are committed to stronger, more resilient communities. We partner with public agencies, employers, institutions, and community organizations so that residents, particularly in underserved areas, share in economic opportunity.

We see community commitment as part of how we do business: hiring locally where possible, supporting small and local business networks, and designing solutions that strengthen the systems people rely on.

KEY COMMITMENTS

- Partner with local agencies, employers, and institutions.
- Support small and local business networks.
- Prioritize opportunity for residents of underserved areas.

Putting Our Values into Practice

Values matter only when they shape behavior. Every member of the Captivate team is a steward of these values, and we ask clients and partners to hold us to them. The table below shows how our guiding principles appear in client engagements, inside our team, and in the markets and communities we serve.

Principle	With clients	Within our team	In our markets and communities
Integrity	Honest scoping, transparent reporting, and no surprises.	Candid feedback, ethical decisions, and conflicts disclosed early.	Accurate representation of our capabilities and credentials.
Excellence	Deliverables and products that meet or exceed requirements.	High standards, peer review, and ongoing professional development.	Quality that matches any firm in the market.
Collaboration	Co-designed solutions and shared ownership of results.	Cross-functional teamwork and respect for diverse expertise.	Teaming and partnerships around shared goals.
Innovation	Modern methods, data, and AI applied to real problems.	Room to experiment, learn, and improve.	New approaches to long-standing challenges.
Accountability	Clear milestones, metrics, and regular status reporting.	Defined roles, ownership, and follow-through.	Results reported openly to clients and stakeholders.
Access	Solutions designed for organizations of every size and audience.	An inclusive workplace with accessible resources.	Reaching people and places that are often overlooked.

Questions to Guide Our Decisions

When a decision is difficult, we ask:

- Does it reflect integrity, and could we explain it openly to a client, a partner, and a colleague?
- Does it meet our standard of excellence, and does it expand access?
- Does it make us more accountable for results and create value that lasts?

Brand and Identity

Our brand is the visible expression of our values. Consistent use of our name, logo, color, and voice helps clients, partners, and the public recognize and trust Captivate Perspectives.

Our Brand Promise

> *Agile. Strategic. Sustainable. Transformative.*

These four words, which appear beneath our logo, describe how we work and connect directly to our values. Our brand line, Solutions for Success, expresses what clients gain from that work.

Brand attribute	What it means	Connected values
Agile	We adapt quickly to changing client needs, markets, and requirements.	Innovation, Client Partnership
Strategic	We align every action with measurable goals and a clear theory of change.	Excellence, Expertise and Knowledge
Sustainable	We build capacity and partnerships that endure beyond any single engagement.	Responsible Stewardship, Collaboration
Transformative	We create lasting change for organizations and the people they serve.	People Growth, Inclusion and Equity

Brand Voice

Captivate speaks as a confident, enterprise-level partner: clear, direct, and specific. We lead with client outcomes, describe capabilities concretely, and avoid overstatement. We present Captivate as a diversified professional services and business solutions corporation whose capabilities extend across sectors and markets.

Brand Colors

Navy and gold are the foundation of the Captivate palette. Use navy for primary text and headings, and gold sparingly as an accent.

Swatch	Color	Values	Use
	Captivate Navy #1B2A5A	RGB 27, 42, 90	Headlines, body accents, navigation, primary brand color
	Captivate Gold #F1AD02	RGB 241, 173, 2	Rules, highlights, calls to action, signature fields
	Mist Blue #EEF1F8	RGB 238, 241, 248	Table banding and panels
	Pale Gold #FFF6DB	RGB 255, 246, 219	Callouts and notices

Typography

Garamond is the Captivate typeface for documents, proposals, and presentations. Headings are set in bold navy with a gold rule beneath; body text is set in a dark, high-contrast color for readability.

Logo Guidelines

- Use the full-color logo on white or light backgrounds. On dark backgrounds, use an approved reversed version.
- Leave clear space around the logo equal to at least the height of the letter "C" in the wordmark.
- Do not stretch, rotate, recolor, crop, or add effects to the logo.
- Keep the logo at a legible size; the tagline should remain readable in print and on screen.

Organization Details

Detail	Information
Legal name	Captivate Perspectives Corporation
Organization type	For-profit corporation
Headquarters	Washington, DC
Website	dccaptivate.com
Contact	202.967.7387 | info@dccaptivate.com
Markets	Government, corporate, institutional, commercial, and international
Services	Ten practice areas in seven solution groups: Strategy & Transformation; Workforce & Talent; Education & Professional Learning; AI, Technology & Innovation; Health, Human & Justice Services; Program & Project Delivery; Facilities & Operational Services
Certifications	DC Certified Business Enterprise (CBE), DC Department of Small and Local Business Development; Small Local Business Enterprise (SLBE), Metropolitan Washington Airports Authority. Both valid through December 31, 2028.
Identifiers	SAM.gov UEI PNMNKDRBNAL8; CAGE 8K2N6; EXIM registration 7685449
Accreditation	BBB Accredited Business

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