

# Business Strategy and Execution

L&A has a team of highly qualified and experienced personnel to support businesses of all sizes in developing and implementing a winning strategy in the commercial and defense nuclear sectors, including the Department of Energy market.

## Capabilities

With decades of experience in government and industry, L&A's executive-level experts are uniquely positioned to provide timely, focused analysis and strategic support across key areas, including:

- **Regulatory Strategy**
  - Assessments/reviews (RCRA, NEPA, CWA, DOE Orders), regulatory compliance reviews, stakeholder engagement
- **Communications and Market Analysis**
  - Media relations, communications planning, crisis communications, competitor assessment, market strategy
- **Lean Management**
  - Improve efficiency, control costs
- **International Best Practice and Lessons Learned**
  - International technology commercialization, Government collaboration, market penetration, workshop management and facilitation
- **Business Operations/Admin Support**
  - Technical writing, Executive admin support, business systems development, budget planning/analysis

## Project Experience

L&A's market understanding, and relationships are unique in the industry. We have assisted dozens of private companies and government organizations with strategic, management and organizational reviews to support a broad range of business strategy and execution functions. Whether it's support on a key proposal, development of strategies to improve success and profitability in the marketplace or an important communications plan, L&A's experts have unrivalled reputation, presence and experience across the DOE complex and the commercial nuclear sector to add real value to your business.

L&A has a very flexible approach and supplies subject matter experts and executive staff for short or long-term support as needed. We are extremely responsive to our customers' needs and can mobilize in a matter of hours as necessary.



LONGENECKER & ASSOCIATES, INC.  
[www.la-inc.com](http://www.la-inc.com)

Office Locations: Las Vegas, NV; Washington, DC; Idaho Falls, ID; Richland, WA; Oak Ridge, TN  
Northern New Mexico; Aiken, SC; Vienna, Austria



*Experience*

*Integrity*

*Performance*



STRATEGY AND EXECUTION