



# **Why a clear message and consistent assets matter**

GovCon Navigation of Digital Presence in 2026

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 Agenda

**Slide #1: What is a Clear Brand Narrative**

**Slide #2: What is your GovCon Asset Ecosystem**

**Slide #3: How these work together**

**Slide #4: How this impacts the Federal Acquisition Process**

# + What is a clear brand narrative?

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**Topic Authority:** What solution do you excel at and how can you present it as outcome driven



**Branding Consistency**



**Consistent Capability Offerings and their hierarchy**



**Consistent proof of performance**



# What is your GovCon Asset Ecosystem?

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**Capability Statement**



**Website**



**Government Profiles  
(SAM.gov and SBS profile)**



**LinkedIn**



How do these work together?

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**BRAND NARRATIVE = WHO YOU ARE**



**ASSET ECOSYSTEM = WHERE YOU SELL WHO YOU ARE**



# How do these impact the Federal Acquisition Process

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U.S. Department *of* War

**DOW** is prioritizing **clarity, execution, and speed** per their **Acquisition Transformation Strategy (Source in notes)**

**Weak narratives** and or **poor execution** of its **touchpoints renders you invisible** during the **Federal Acquisition Process** because there is **too much uncertainty** around **choosing you**

The **clearer** your **message** and the **more consistently** it appears, the **easier** it is for **Government Stakeholders** to **choose you**

**This is your foundation for navigating digital presence as a GovCon in 2026**



**Thank you for attending.**

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