

COMPANY OVERVIEW

Capability Statement
 Nationwide | Small Business



The Carter Development Group (CDG) is an applied research and consulting firm specializing in organizational, learning, and business development. With over 25 years of experience, we provide strategically focused, solution-driven, and human-centered expertise using The Ellison Model™ framework to enhance leadership, drive business growth, and implement inclusive solutions that foster transformative success.

CORE COMPETENCIES

ORGANIZATIONAL DEVELOPMENT

Enhancing organizational resilience through strategic planning, change management, HR consulting, conflict resolution, and merit and excellence consulting that drive innovative and high-performing workplaces.

LEARNING & DEVELOPMENT

Equipping leaders and teams with the skills to navigate complex workplace dynamics through leadership training, executive coaching, workforce development, and psychological safety initiatives.

BUSINESS DEVELOPMENT

Supporting organizations in optimizing business processes, securing government contracts, expanding operations, and strengthening market positioning through research, partnerships, and grant development.

MEI CONSULTING (Merit, Excellence, & Intelligence)

Pioneering the transition from DEI to MEI by integrating measurable standard practices for performance-based, data-driven strategies that enhance compliance to non-discriminatory practices and organizational excellence.

POLICY & SOCIAL SCIENCE RESEARCH

Conducting policy and procedure analysis, employee satisfaction surveys, and community engagement research to inform strategic decisions and optimize public sector and government consulting efforts.

CREATIVE & STRATEGIC COMMUNICATIONS

Developing compelling brand narratives, marketing strategies, and crisis communication plans that enhance public engagement, transparency, and stakeholder trust.

DIFFERENTIATORS

S.H.I.F.T. Roadmap for MEI Transformation | Evidence-Based Social Science & Organizational Psychology Approach | Proprietary Assessment Tools & Frameworks | Holistic & Sustainable Change Model

NAICS CODES 541611 | 611430 | 541612 | 611710 | 541613

PSC CODES U001 | U008 | U009 | U099 | R410 | R431 | R499



PAST PERFORMANCE

GENERAL



Strategic Plan Development

The Maine Juvenile Justice Advisory Group (JJAG), established under the federal Juvenile Justice and Delinquency Prevention Act of 1974 (JJDP), is required to develop a three-year strategic plan that provides a roadmap to address juvenile justice and delinquency prevention needs. The Carter Development Group was contracted to guide, research, and draft the plan. CDG facilitated discussions, assessed the previous three-year plan, and used its signature tools to set goals, metrics, and develop key performance indicators to measure progress. As a result, the JJAG's three year strategic plan was federally approved and currently serves as the organization's guiding document on its strategic initiatives.



Human Resources Consulting

UW Facilities (UWF), a department within the University of Washington, was challenged with low confidence from staff regarding their HR department, feeling that it was reactive rather than proactive, lacked transparency in promotions and disciplinary actions, and was ineffective in ensuring equitable access to professional development opportunities. The Carter Development Group conducted a Human Resources audit to assess their recruitment, onboarding, retention, and promotion practices. CDG employed a multi-faceted approach to gather qualitative and quantitative insights into the organization's HR practices. As a result, the organization adopted our data-driven recommendations for standardizing its HR processes.



Management & Leadership Development

The Grace Bay Resorts Human Resources department identified ongoing cultural conflicts amongst staff and pushback to managerial intervention. The Carter Development Group was hired to conduct a three-day leadership development, cultural sensitivity, and conflict resolution training for 75 managers and executives. The training included role playing, facilitative dialogue, and executive coaching to assist with cultural changes. Pre-and-post evaluations indicated immense growth in learning and adapting strategies for conflict resolution and cultural sensitivity.

