71

CAPABILITY STATEMENT

Digital & AI Transformation for Public Sector Leaders

Technology changes what is possible. Culture determines what people actually do with it. Leadership connects the two.

POINT OF CONTACT

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UEI	CAGE	TYPE	CERTIFIED	NAICS (*PRIMARY)	SAM.GOV
QBSWM1LLKWW7	206J8	LLC Small Business	CA DGS SB / SBE CPUC MBE | LA County LSBE	541611* | 611430* 541612 | 541618	Active

HOW 71 HELPS AGENCIES ADOPT AI

Strategy → Structure → Talent → Culture

01 Strategy
Name the mission problem worth solving before a tool is chosen.

02 Structure
Redesign workflows, decision rights, human review, and data ownership.

03 Talent
Develop, protect, or transfer the capability and knowledge the work needs.

04 Culture
Understand what staff experience. Treat resistance as information.

COMPANY OVERVIEW

71 Consulting LLC is a digital and AI transformation advisory serving public agencies, government leaders, and enterprise organizations. We help leaders build organizations that execute their strategy by combining technology with human capability, judgment, knowledge, and relationships. Founder Shad McFadden brings 25+ years of large-scale transformation experience.

Agencies are being asked to adopt AI while protecting service quality, public trust, and decades of workforce knowledge. Technology rarely fails on its own. Adoption stalls in how work is designed, how data is governed, and how people experience the change. We close that gap.

REPRESENTATIVE ENGAGEMENTS

PUBLIC SECTOR

Public-Sector Executive Advisory (Confidential)

Direct advisory to municipal and public-safety executives on leadership alignment, workforce culture and retention, and public trust under scrutiny. Served as a trusted sounding board, creating space for productive disagreement while keeping the work focused on the mission.

Relevant to: *public trust, workforce culture, retention, and leadership alignment in municipal and public safety settings*

City of El Segundo: DEI Committee Chairman (2020–2024)

Appointed by City Council and elected the first Chairman of the City's DEI Committee. Partnered with city leadership, residents, and community stakeholders on inclusive governance, and served as the direct liaison between community voices and city leadership for four years.

Relevant to: *community engagement and citywide governance*

CORE COMPETENCIES

AI READINESS & ADOPTION

- Leader and workforce readiness assessment
- Adoption strategy that addresses behavior, not just rollout
- Bounded pilots with named owners, success and stop criteria, human review, and escalation paths

CHANGE & TRANSFORMATION MANAGEMENT

- Workforce adoption and merger or separation integration in large, matrixed organizations
- ADKAR methodology (20+ years applied); stakeholder segmentation and resistance investigation
- Vendor rationalization, operating model redesign, and decision governance

WORKFORCE CAPABILITY & LEADERSHIP ADVISORY

- Succession and knowledge transfer ahead of retirements
- Executive advisory for senior leaders in public agencies and large enterprises on leadership alignment, culture, and change decisions

WHAT SETS 71 APART

- **Senior judgment, start to finish:** The person you meet is the person who does the work. One accountable senior advisor, with no handoff to junior staff and no context lost between firms.
- **The human system is part of the business system:** We listen for what is happening behind what gets reported: the concerns that never reach the status update. Resistance is treated as information to understand, not an obstacle to overcome.
- **Mission outcomes, not tool adoption:** The objective isn't AI adoption. It is better service, delivered by a workforce ready for the change. Success is defined by your mission and tested through results. We evaluate technology against the problem, never the reverse.
- **Public-sector depth:** Direct advisory to municipal and public-safety executives, and four years chairing a City Council-appointed committee: fluency in community relations, public scrutiny, and how decisions get made in government.

HOW TO ENGAGE

- **Start with Discovery.** A focused first inquiry produces a shared fact base, a working diagnosis, and a transformation brief. Leadership then decides what happens next.
- SAM.gov registered small business, available for open-market, sole-source, and simplified acquisition awards
- Available for subcontracting and teaming with federal prime contractors
- 8(a) Business Development Program application in progress

CREDENTIALS & METHOD

- ICF Professional Certified Coach (PCC); 800+ verified coaching hours
- 71 Clarity Framework: Strategy → Structure → Talent → Culture, iterated through Learn → Challenge → Discover → Revisit
- B.S., University of Maryland, College Park

REPRESENTATIVE ENGAGEMENTS (continued)

LARGE-SCALE ENTERPRISE TRANSFORMATION

AT&T / DIRECTV Split: Vendor Rationalization & $4M Savings (2021–2022)

Led rationalization of 40+ vendor relationships during DIRECTV's separation from AT&T. Identified redundant contracts, socialized changes across 40+ internal stakeholders, negotiated a new vendor agreement, and led full implementation including training. Delivered $4M in cost savings.

Relevant to: *contract consolidation, vendor transitions, and cost-conscious reorganization*

AT&T / DIRECTV Merger: Enterprise Workforce Adoption (2016)

Part of a six-person team that traveled to nine cities to onboard 150–400 AT&T technical employees per city onto the DIRECTV platform. Stayed after every session to surface concerns not raised in the room (job security, platform uncertainty, organizational change) and brought those insights back into the adoption strategy. Follow-on advisory continued throughout the merger.

Relevant to: *workforce adoption at scale across dispersed teams*

CAA Sports: Nine-Agency M&A Integration (2006–2011)

Embedded with nine newly acquired sports agencies reporting to the VP of Finance at Creative Artists Agency. Brokered adoption of CAA operating standards across independent-minded agency heads in baseball, basketball, football, hockey, and five additional sports. Full operational alignment achieved in approximately 18 months.

Relevant to: *integrating independent units under common operating standards*

ENTERPRISE CONSULTING FOUNDATION

- Andersen Consulting: telecom transformation for Bell Atlantic and Iridium (1994–1998)
- PwC Consulting: data infrastructure technology consulting (2000–01)
- 25+ years of continuous transformation across large consulting firms, Fortune 500 clients, and independent practice

FEDERAL REGISTRATION & CONTRACTING

- SAM.gov Registered Small Business | UEI: QBSWM1LLKWW7 | CAGE: 206J8
- 8(a) Business Development Program: application in progress
- Open-market, sole-source, and simplified acquisition awards
- Subcontracting and teaming with federal prime contractors

STATE / LOCAL / UTILITY CERTIFICATIONS

- LA County: Local Small Business Enterprise (LSBE), Cert #98521, Exp. 1/31/2027
- CA DGS: Small Business Enterprise (SBE), Cert #2042974, Exp. 1/31/2027
- CA DGS: SB (Micro) & Emerging Business Enterprise (EBE), Cert #2042974
- CPUC: Minority Business Enterprise (MBE), Cert #21401596, Exp. 12/5/2027
- CPUC: Very Small Business Enterprise (VSBE), Cert #21401596