

**MNA** provides analytical, innovation and decision services to both government and commercial organizations to help leaders, managers, and staffs tackle their greatest problems, and to identify and exploit opportunities. Headquartered in Overland Park, KS, MNA is a Service-Disabled Veteran-Owned Small Business (SDVOSB) with offices in Kansas and North Carolina.

## Our Capabilities

### Management Consulting

- Business Analysis
- Capabilities and Resource Analysis
- Change Management
- Content Management and Taxonomy Development
- Expertise and Knowledge Capture
- Knowledge Management Strategy
- Operational Planning
- Organizational Assessment
- Process Analysis and Improvement
- Strategic Communications and Planning
- Systems Analysis
- Value Stream Mapping and Analysis

### Advanced Modeling

- Economic Forecasting and Modeling
- Market Share Analysis
- Process Modeling and “What if” Analysis
- Systems Mapping Analysis and Modeling
- Value Stream Modeling © (VSMoD©)

### Training and Facilitation Services

- Interagency Working Groups and Seminars
- Kaizen Events
- Mission Planning and Rehearsal Exercises
- Retrospectives and After-Action Reviews
- Scenario-driven Table-top Exercises
- Training and Curriculum Development

### Certified and Cleared Workforce

- Secret clearances
- Certification areas include: Lean Six Sigma, Knowledge Management, Change Management, Content Management, Business Intelligence, Systems Practice

### Contract Vehicles

- GSA Professional Services Schedule
- Air Force IDEAAS: Initial Digital Environment for Autonomy and Acquisition Support

## NAICS Codes

- 541330 – Engineering Services
- 541511 – Custom Computer Programming
- 541611 – Administrative Management and General Management Consulting Services
- 541614 – Process, Physical distribution and Logistics Consulting Services
- 541618 – Other Management Consulting Services
- 541690 – Other Scientific and Technical Consulting Services
- 541715 – Research and Development Svc in Physical, Engineering and Life Sciences
- 541720 – Research and Development in the Social Sciences
- 611430 – Professional and Management Development Training
- 611710 – Educational Support Services



## Our Team



**Rodler “Rick” Morris, PhD.**  
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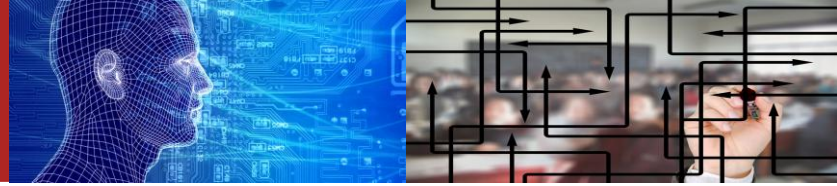


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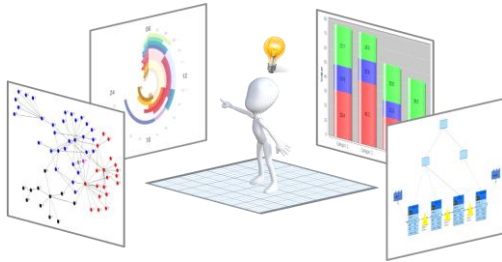
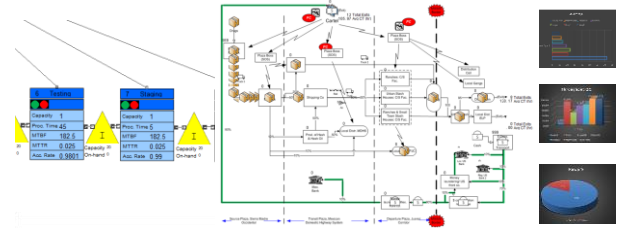
# Advanced Modeling



**MNA develops models and simulations to help clients make informed decisions to improve economic, organizational and operational performance.**

## Process Modeling and Value Stream Modeling® (VSMoD®)

High-fidelity simulations of organizational processes and value streams. Affords detailed assessment of resource utilization, process routing, control mechanisms, efficiency, and analysis of alternatives.

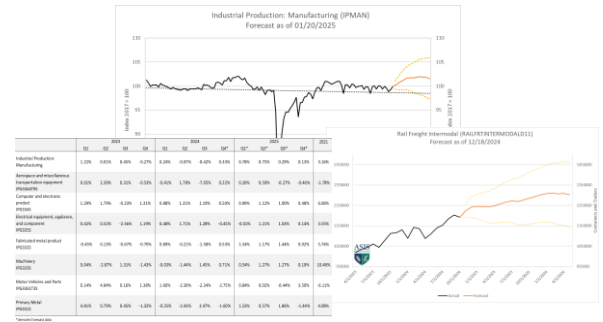


## Systems Mapping, Analysis and Modeling

Detailed analysis of interconnected organizational systems using both qualitative and quantitative approaches. Combines multiple perspectives to provide a comprehensive understanding of the interplay between actors in a system and with the environment.

## Economic Modeling and Forecasting

Analytical models underpinning intelligence analysis that forecasts key growth metrics. Leverages artificial intelligence tools and in-depth statistical analysis. Enables strategic decision-making for staffing, asset demand/utilization, procurement, sales, marketing, and communications.



## Our Valued Clients



## Sample Client Engagements

- Armada Strategic Intelligence System (ASIS)**  
 MNA is teamed with Armada Corporate Research building predictive economic models of key industry metrics to enable businesses to anticipate and react to market changes.
- Concrete Masonry Checkoff**  
 MNA conducted economic research and analysis for the Concrete Masonry Checkoff (industry promotion board) to determine a baseline market share for concrete masonry and competing products.
- National Watermelon Promotion Board**  
 Developed an econometric model and simulation to assess the impact of the promotional activities of the National Watermelon Promotion Board on the retail and farm price of watermelon as well as their broader economy-wide impacts.
- U.S. Army Materiel Systems Analysis Activity/U.S. Army Research Laboratory**  
 Developed a critical information and situational awareness model and a dynamic systems task effectiveness assessment model.
- U.S. Customs and Border Protection (CBP), Office of Field Operations (OFO)**  
 Developed an operations process model of the cargo Port of Entry Ysleta to determine optimum use of resources.



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Mastering Complexity