

GSA Capability Statement

The Human Factor is a small, women-owned strategy and applied research firm that leverages the power of stakeholder engagement to design and enable government initiatives. Founded by an MIT alum and lecturer in conflict and negotiation, our team draws on their expertise in qualitative research, behavioral science, conflict management, and multi-stakeholder negotiation to enable change, innovation, and meaningful resolution to long-standing barriers.

Trusted by



* Ongoing five-year partnership with NASA aeronautics

Our Capabilities

	Past Performance
<p>Stakeholder Research & Analysis</p> <p>Why? To add data to a problem space/ development area, or assess stakeholder sentiment toward an initiative</p> <p>How? 1-1 interviews, focus groups, site visits, surveying, qualitative/ quantitative analysis, and more</p>	<p><i>Conducted three site visits and engaged 175+ stakeholders to identify leverage points for aviation tech to mitigate the impact of severe weather conditions on affected U.S. counties.</i></p>
<p>Stakeholder Mediation & Conflict Resolution</p> <p>Why? To align internal & external stakeholders, clear implementation obstacles for initiatives, or tackle sensitive topics</p> <p>How? 1-1 coaching, 360° feedback interviews, need identification/ conflict mediation sessions, and more</p>	<p><i>Facilitated conflict mediation sessions with management, employees, and topic experts for an organization experiencing decrease in productivity and employee retention.</i></p>
<p>Stakeholder-Powered Pressure-Testing & Risk Assessment</p> <p>Why? To choose between alternatives, uncover loopholes/ unintended incentive structures, or de-risk high-stakes initiatives</p> <p>How? Field tests, Red Team panels (vulnerability testing with key stakeholders), and more</p>	<p><i>Conducted a 'Red Team' session engaging school, family, legal, and tech stakeholders to develop and pressure-test white-label solutions for mitigating students' harmful use of AI in schools across the U.S.</i></p>
<p>Stakeholder Collaboration & Co-Design</p> <p>Why? To design/ improve stakeholder-vetted initiatives that challenge the status quo, or establish a bespoke process to engage stakeholders in an organization</p> <p>How? Co-design workshops, and more</p>	<p><i>Ran experiments to identify the best process to engage and collaborate with stakeholders for a government entity facing complex procedural realities, publishing two papers on our findings.</i></p>
<p>Training, Capacity Building, & Coaching</p> <p>Why? To equip government clients to leverage the science of negotiation, power & influence, how to create value and build deals, or coach leaders to effectively mediate conflict</p> <p>How? 1-on-1/ group coaching, skill building workshops, corporate training, keynotes and more</p>	<p><i>Partnered with a financial services firm to design and train on structures for managing conflict and mediating multi-stakeholder negotiations related to their professional offerings.</i></p>

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NAICS Code: 541611



Certification: WOSB certified

Our Differentiators

- ✓ **Value-based & Human First**

Passionate about government work, entering stakeholder systems with the utmost respect for people involved
- ✓ **Business Consultants With A Behavioural Science Twist**

Strategists *and* qualitative researchers; leveraging deep knowledge of what makes organizations and people tick
- ✓ **Expert Workshop Facilitators in Varied Contexts**

Virtual/ hybrid/ in-person, with hard- to-engage stakeholders, respecting regulatory barriers
- ✓ **Curated Network of High-Impact Stakeholder**

Topic experts, latent thinkers, and people with experience on the ground; trained to generate ideas and uncover unexpected effects
- ✓ **Covering All Stages of Stakeholder Engagement**

From recruiting, to training and offboarding, reducing our government clients' administrative burden

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Visit us online at thehumanf.actor, learn about our process at thehumanf.actor/Work-with-us, or read our FAQs at thehumanf.actor/fag.