

THE
CATALYST
FIRM

STRATEGIC
BUSINESS
DEVELOPMENT
& PUBLIC
AFFAIRS
ADVISORY



Dated: March 14, 2026

Prepared for: Harrisonkornberg Architects

Prepared by: The Catalyst Firm

Principal: Shandra Colón



EXECUTIVE OVERVIEW

Organizations pursuing public-sector and community-serving projects must operate in environments where **relationships, credibility, and strategic positioning** significantly influence opportunity.

The Catalyst Firm provides **strategic advisory and public affairs support** designed to strengthen market visibility, build trusted stakeholder relationships, and accelerate business development outcomes.

This engagement will focus on **targeted opportunity development within sectors where the firm already has demonstrated expertise**, including affordable housing, education, aviation infrastructure, municipal projects, community healthcare, cultural institutions, and recreation facilities.

By aligning **market intelligence, stakeholder engagement, and strategic positioning**, The Catalyst Firm will support the client in identifying and pursuing meaningful opportunities across North Texas and beyond.

The Catalyst Firm typically supports clients through **ongoing strategic advisory engagements**, allowing for consistent market intelligence, relationship development, and opportunity activation across priority sectors.

ENGAGEMENT OBJECTIVES

The primary objective of this engagement is to support strategic growth through targeted relationship development and market positioning.

THE CATALYST FIRM WILL WORK WITH THE CLIENT TO:



Expand visibility among key decision-makers and influencers in priority sectors.



Identify upcoming project opportunities and procurement pipelines.



Strengthen relationships with public agencies, community leaders, and development partners.



Translate relationships and intelligence into qualified business opportunities.



Position the firm as a trusted partner for community-focused development.



TARGET MARKET STRATEGY

This engagement will focus on sectors where the client has relevant experience and strong potential for growth.



K-12 and Higher Education	Education institutions continue to invest in modernization, campus expansion, and community-serving facilities.	Target opportunities may include: • School district bond programs • Community college capital projects • University campus development initiatives
Aviation	With experience at DFW International Airport, United, & HAS , the client has an entry point into aviation-related infrastructure projects.	Strategic engagement may include: • Airport authorities • Aviation infrastructure partners • Terminal and operational facility development projects • Airlines
Municipal Projects	Municipal governments continue to invest in civic infrastructure such as libraries, administrative facilities, and public service buildings. With prior experience, the client has a relevant track record in municipal work.	Potential opportunities may include: • Municipal capital improvement programs • Civic facilities • Public service buildings
Healthcare (Community-Based Clinics)	Community health clinics represent a strong opportunity segment as cities and counties expand access to healthcare services.	Focus areas may include: • Federally qualified health centers (FQHCs) • Nonprofit health clinics • Community-based healthcare facilities
Cultural Opportunities	The client's experience delivering performing arts projects creates an opportunity for various cultural opportunities.	Target organizations may include: • Museums • Arts institutions • Cultural centers • Visitor and interpretation facilities
Community & Recreation Centers	Cities and counties continue to invest in recreation facilities that support community engagement and neighborhood development.	Potential opportunities include: • Recreation centers • Community centers • Civic gathering spaces

ADVISORY APPROACH

The Catalyst Firm will apply its Catalyst Influence Framework, a strategic approach designed to convert relationships and insight into meaningful opportunities.



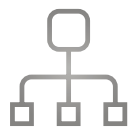
Strategic Alignment

Clarifying goals, identifying risks, and aligning messaging with business and community priorities.



Stakeholder Intelligence

Mapping decision makers, community leaders, and key influencers who shape outcomes.



Relationship Architecture

Designing meaningful engagement strategies that build long-term trust with civic, business, and community stakeholders.



Strategic Positioning

Helping organizations show up with clarity, credibility, and a compelling narrative.



Opportunity Activation

Turning relationships and positioning into measurable business development and partnership opportunities.



SCOPE OF SERVICES

The Catalyst Firm will provide strategic advisory support across the following areas:



Market Intelligence & Opportunity Tracking

Monitoring upcoming capital programs, procurement pipelines, and development initiatives across targeted sectors.



Stakeholder Engagement Strategy

Identifying and cultivating relationships with public officials, agency leaders, developers, and community stakeholders.



Strategic Introductions

Facilitating introductions that support business development objectives and project pursuits.



Market Positioning

Supporting strategic messaging that highlights the client's expertise in delivering communityserving projects.



Business Development Advisory

Providing ongoing guidance on pursuit strategies and opportunity prioritization.



Monthly Reporting

Monthly activity reporting of contact management.

WHY THE CATALYST FIRM

The Catalyst Firm provides senior-level strategic advisory services focused on influence, relationships, and opportunity development.

Our work is grounded in the understanding that major projects succeed when organizations align business strategy with community priorities and trusted relationships.

CLIENTS BENEFIT FROM:



Strategic insight rooted in public affairs and community engagement.



Access to networks across civic, business, and community sectors.



A relationship-driven approach to business development.



Tailored advisory support designed to accelerate growth.



LEADERSHIP

SHANDRA COLÓN

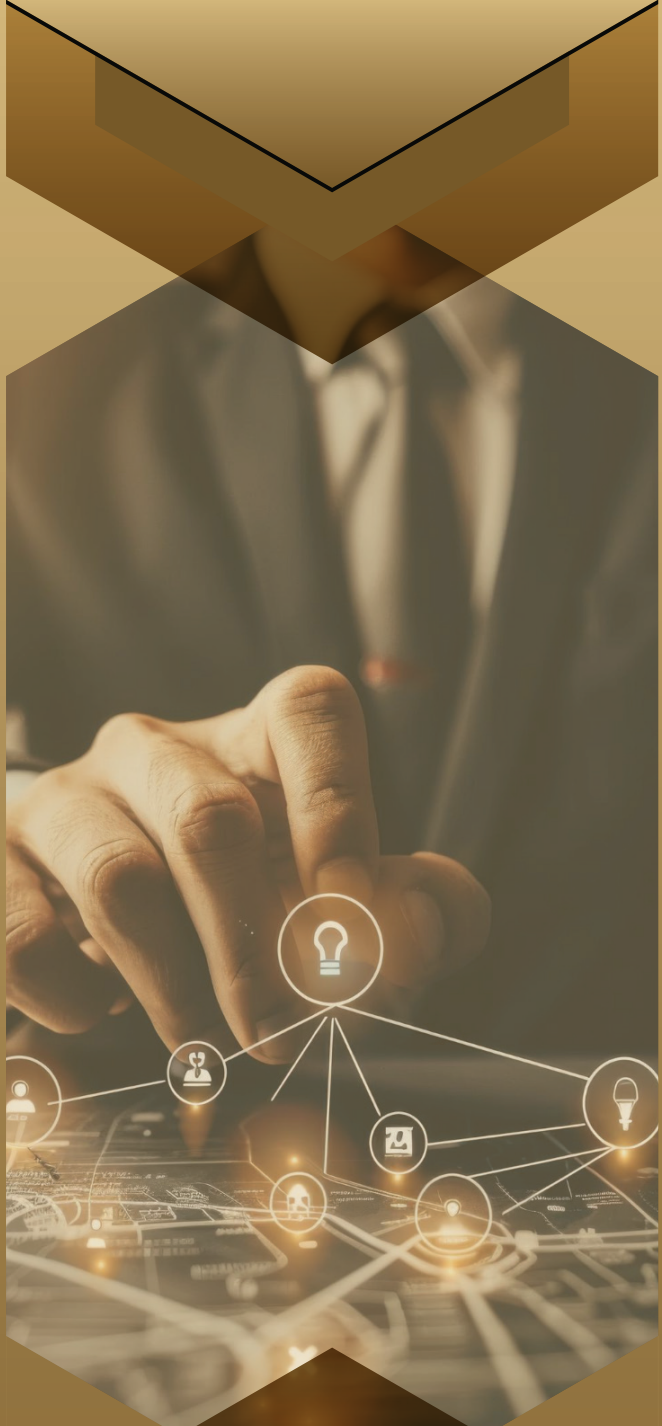
Principal | The Catalyst Firm, LLC

Shandra Colón is a strategic advisor specializing in public affairs, stakeholder engagement, and strategic business development. She advises organizations navigating complex civic and community environments, helping them build trusted relationships and position themselves for long-term growth and impact. Over the past decade, she has helped organization secure more than \$1 billion in project awards, underscoring her reputation as a trusted growth strategist.

Shandra is also actively engaged in philanthropic efforts, supporting organizations dedicated to women's advancement, community health, and education. She regularly volunteers her time and resources to initiatives that align with her belief that business success and community impact should go hand in hand.



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ENGAGEMENT STRUCTURE

The Catalyst Firm will support HarrisonKornberg Architects through an ongoing Strategic Advisory Engagement focused on targeted business development, stakeholder engagement, and opportunity identification across priority sectors.

Because opportunity development and relationship cultivation require consistent engagement, this work will be structured as a monthly advisory retainer.

THE ENGAGEMENT WILL INCLUDE:

- Strategic business development advisory.
- Market intelligence and opportunity tracking across target sectors.
- Stakeholder engagement strategy.
- Strategic introductions to relevant partners and decision-makers.
- Guidance on positioning and pursuit strategies for emerging opportunities.

STRATEGIC ADVISORY RETAINER: \$5,500

The engagement will begin upon agreement and may be adjusted as sector priorities and opportunity pipelines evolve.

CONTACT

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NEXT STEPS

The Catalyst Firm looks forward to partnering with HarrisonKornberg Architects to support strategic growth and opportunity development across priority sectors.