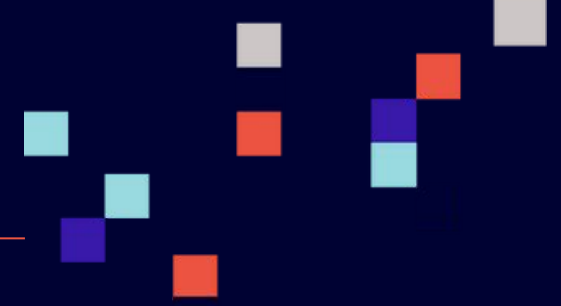


TIPS

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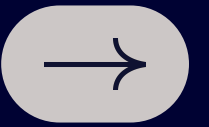
# GovCon Messaging for the New Administration

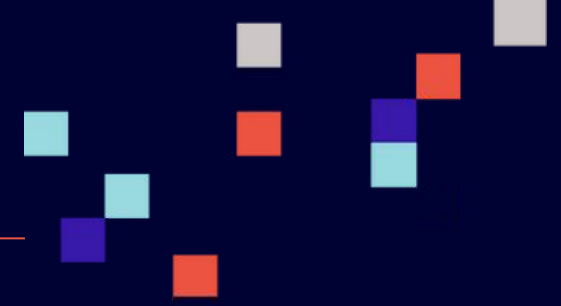
Presented by



BOSCOBEL

Original Article: <https://artformagency.com/government-contractors-messaging/>

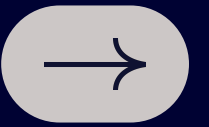


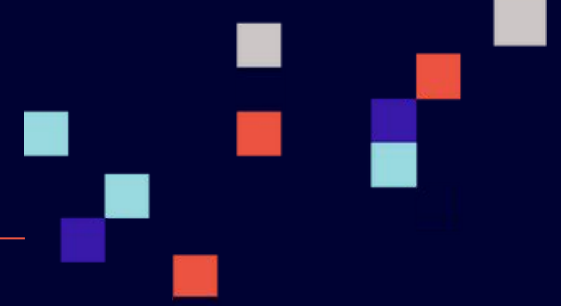


# The GovCon Landscape is Shifting

**The administration is shifting priorities significantly:**

- Reducing DEI, climate, and educational services funding.
- Increasing investments in AI and cybersecurity.
- Heightened scrutiny on foreign influence in federal contracts.
- Increased importance of veteran-owned and small business initiatives.

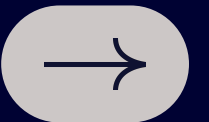


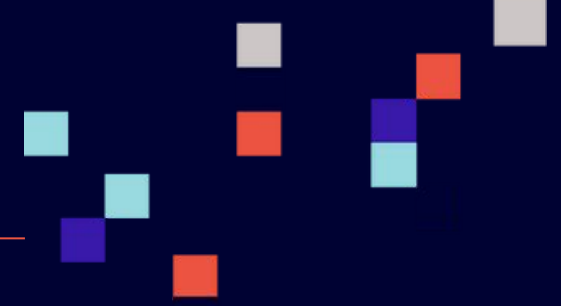


## What now?

If your company has proudly emphasized DEI, sustainability, or workforce culture in the past, you don't necessarily need to change your internal practices. However, how you communicate these elements in proposals and public-facing materials may impact your competitiveness.

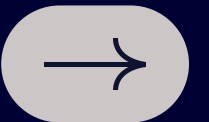
Now is the time to assess and refine your messaging strategy.

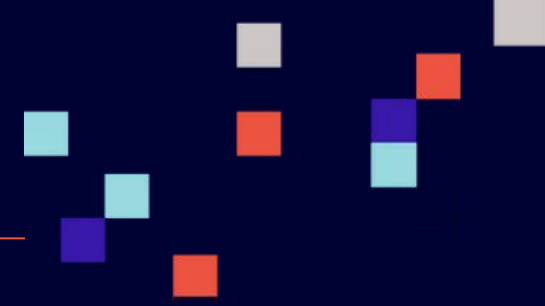




# Messaging Essentials: Adapt to Win

- Prioritize mission-critical, performance-focused language.
- Emphasize "Operational Excellence," "Efficiency," "Mission-Critical Support."
- Shift DEI language to "Skills-Based Hiring" or "Workforce Excellence."
- Climate initiatives become "Operational Efficiency" and "Regulatory Compliance."

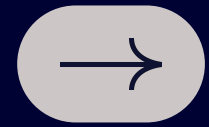




# Words & Phrases to Replace

Old Terminology	Suggested Alternative
Diversity, Equity, Inclusion (DEI)	Workforce Excellence, Skills-Based Hiring
Affirmative Action	Skills-Based Hiring
Inclusive Workplace	Performance-Driven Culture
Social Responsibility	Operational Impact
Climate Action	Operational Efficiency, Resilient Infrastructure
Sustainability Programs	Resource Optimization, Regulatory Compliance
People & Culture Surveys	Workforce Analytics, Performance Optimization
Educational Research	Workforce Readiness, Skills Development
Employee Engagement	Performance Metrics, Workforce Analytics
AI-powered (generic)	Mission-Enhanced Technology
Cybersecurity (generic)	Threat Mitigation Solutions
Foreign Partnerships	U.S.-Based Operations, Secure Solutions

List of 197 words that are disappearing in the Trump Administration according to the NY Times

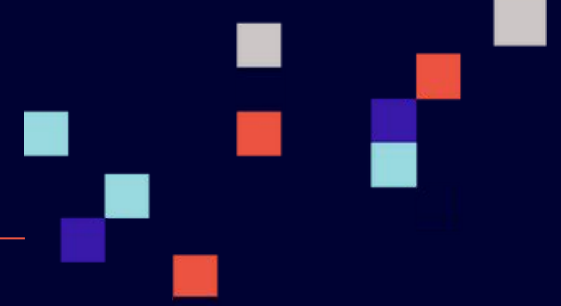


## What Contractors Must Do

- ✓ Ensure messaging aligns with current procurement expectations
- ✓ Avoid terminology that may flag their proposals as misaligned with federal priorities
- ✓ Emphasize performance, efficiency, and mission-critical support rather than social impact or workplace culture.

**Mid-tier GovCons, especially, must be strategic in how they position their service to remain competitive.**

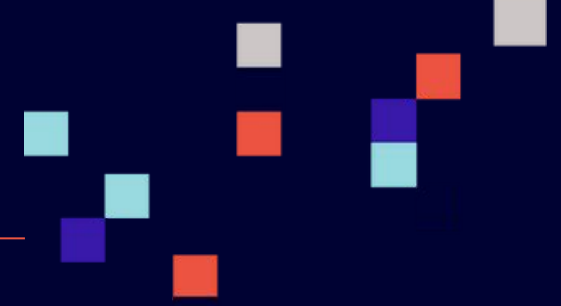




# Reframe DEI & People-Centered Language

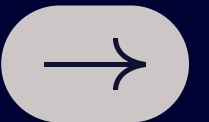
- If your company has previously emphasized its commitment to DEI, consider shifting to language that focuses on “Workforce Excellence” or “Skills-Based Hiring.”
- Instead of “Inclusive Workplace,” highlight a “Performance-Driven Culture.”
- You can maintain DEI practices internally — but don’t make them a focal point of public-facing materials.



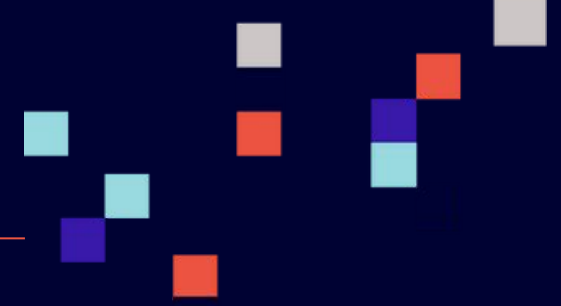


# Change Focus for Climate & Sustainability Services

- With climate-related initiatives facing budget cuts, sustainability-focused contractors should reposition their offerings under “Operational Efficiency” or “Resilient Infrastructure.”
- Terms like “Environmental Impact” should be reframed as “Regulatory Compliance.”
- Focus on cost savings and efficiency rather than sustainability as the primary goal.

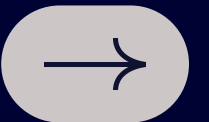


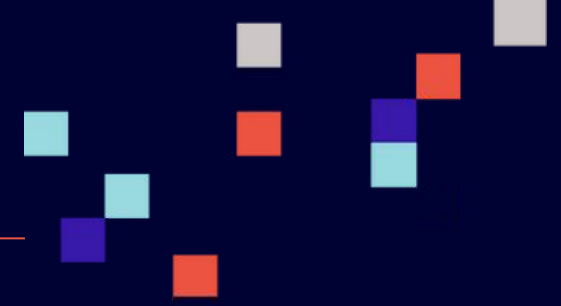




# Shift Priorities for Education, Research & Strategy Contracts

- Funding for federal educational research and assessment contracts is being reduced.
- Reframe “Educational Research” services under “Workforce Readiness” or “Skills Development.”
- Strategy consulting should focus on mission-driven efficiency rather than cultural transformation.

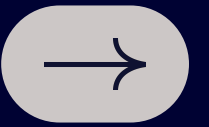




# Use Performance-Based Language for People & Culture Surveys

The administration is moving away from contracts related to employee engagement and organizational culture.

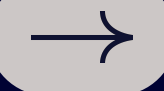
Instead of “People & Culture Surveys,” frame these offerings as “Workforce Analytics” or “Performance Optimization.”

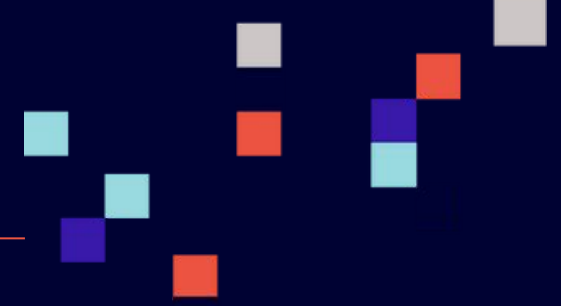


# Quick Messaging Audit Checklist

- Does your website or proposal language emphasize DEI initiatives? Consider softening or reframing these statements.
- Are climate-related services presented as "sustainability" efforts? Shift to an efficiency or infrastructure focus.
- Do you highlight employee engagement and workplace culture? Reposition as workforce performance or analytics.
- Are your case studies aligned with current procurement priorities? Adjust them to emphasize efficiency, performance, and compliance.
- Does your proposal language reflect the latest procurement language used in RFPs? Make sure you're not using outdated terminology.
- Are you clearly communicating your U.S.-based operational advantage?

If you checked one or more of these, it may be time to adjust your messaging.



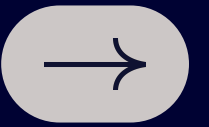


# What You Don't Need to Change

While adapting to policy changes is essential, not everything needs to be overhauled.

## What You Don't Need to Change:

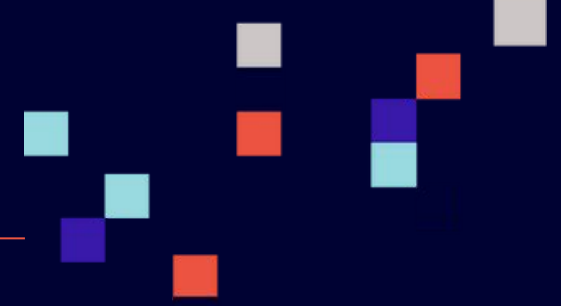
- Your actual business practices (internal DEI, sustainability, or culture initiatives can remain).
- Your company's core values—just reframe how you communicate them in government-facing materials.
- Your commitment to compliance and best practices—agencies still value expertise and strong performance.
- Your goal is not to erase your company's values, but to present them in a way that aligns with today's federal procurement expectations.



# Emerging Opportunities

- **AI and Cybersecurity**
  - Position your expertise clearly around "Mission-Enhanced Technology" and "Threat Mitigation Solutions."
  - Emphasize proven results in implementing AI and cybersecurity.
- **Cost Efficiency**
  - With tightened federal budgets, highlight clear ROI, operational efficiency, and financial transparency in your messaging.
- **Compliance and Security**
  - Clearly demonstrate compliance with increased federal scrutiny on foreign influence.
  - Highlight U.S.-based operations and security credentials.





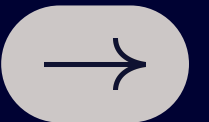
# Final Thoughts: Staying Competitive in Federal Contracting

Mid-sized government contractors must be proactive in refining their messaging to reflect the administration's evolving priorities. While internal company values don't need to change, how they are communicated in proposals and public-facing materials can make the difference in securing contracts.

To stay ahead:

- Audit existing marketing materials and proposals for outdated language.
- Shift focus to performance, efficiency, and mission-critical results.
- Stay informed on federal procurement trends and adjust messaging accordingly.

The federal contracting landscape is always evolving. Smart contractors will ensure their messaging evolves with it.



Contact

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[janet@artformagency.com](mailto:janet@artformagency.com)

BOSCOBEL

[jbosc@boscobel.com](mailto:jbosc@boscobel.com)

