

Lorraine A. Voles Consulting
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Who I am

I am a practical and energetic leader whose work experience includes: The White House, the United States Senate, the Smithsonian Institution, and The George Washington University. Highly skilled in strategic and crisis communications, leadership training and coaching, organizational development, media and public relations, marketing and rebranding. As a collaborative and strategic thinker and straight talker, I work to contribute to the ongoing success of an organization and its leaders.

What I do

I have built a reputation as a 'turn around' operative who can assess an organization's structure and personnel to then bring about needed change. I also help leaders and organizations communicate effectively in good times and bad times. By offering organizational consulting, strategic communications planning, marketing and rebranding campaigns or managing a crisis, I work with your team to provide high touch, expert advice, along with practical solutions that will strengthen your organization's ability to tell its story effectively to both internal and external stakeholders.

Strategic Communications Advisor

I have spent my career advising a range of senior executives running the federal government, non-profits, political organizations, corporations and higher ed institutions. I can help develop effective communications and marketing plans and collateral materials that move your organization forward. I work with your team to align objectives, create unified messaging, and implement the plans that will enhance the reputation of your organization.

Crisis Management

Effectively managing a crisis – large or small – is as important to an organization as hiring the right CEO. From my first political campaign through my tenure at GW and the White House, I have been involved in crisis and issues management, developing protocols, preparing hands on responses, and managing investigations. Leading these efforts and mitigating risk requires experience, dogged curiosity, and an ability to dig deeper, ask the right questions in order to form the appropriate plan of action. When dealing with crisis, I am committed to transparency, focusing on facts, process, and compassion to successfully manage difficult situations.

Leadership Development

Throughout my career, I have developed the leadership capabilities of staff, with a special focus on women leaders. In 2019, I received my master's in organizational leadership because of my keen interest in developing the next generation of

transformational leaders. I provide leadership coaching to individuals at all levels of management to position them for career progression.

Marketing and Rebranding

Developing and executing successful marketing or branding efforts begins with research and clear strategic goals. Knowing who you want to reach, how best to reach them, and what you are communicating is critical to the overall effectiveness of a marketing or branding campaign. Branding encompasses more than a word mark or a logo. It represents the visual identity and expression of an organization. The integration of brand, marketing direction, and message is crucial for an audience to understand who you are. I can work with your team to help manage integrated, research based, stakeholder-guided approaches to rebranding and marketing in order to differentiate your organization in the marketplace.

Public Speaking

I am available for speaking engagements and panel discussions focused on leadership, Washington, DC, team building, organizational development, and higher education. I am proud of the moniker "turn around artist" for my ability to work within an institution to develop teams and help establish successful organizations. As the first Vice President of External Relations for the George Washington University, I built and led an organizational structure that included: athletic, digital, internal and external communications, marketing, media relations, events, government relations, and branding. I was recruited by the White House in 2021 to reorganize Vice President Harris's office. My work with the Vice President, her staff, and the West Wing led to the Chief of Staff role. My goal is to be an engaging guest. I take my speaking assignments seriously, but try not to take myself too seriously.