



CAPABILITY STATEMENT

www.transformwithbaystone.com

OUR PURPOSE

At **Baystone Transformation Group**, we are strategic partners who help organizations close the gap between vision and execution. We work with leaders and teams to transform big ideas and ambitious goals into clear direction, actionable steps, and measurable results that last.

COMPANY OVERVIEW

We specialize in designing and translating strategy into practical actions that team members understand, commit to, and apply. The goal is to ensure individuals not only align with the organization's priorities but are also equipped to adopt them to produce measured, clear outcomes. We listen for what matters, tailor plans, engagements and communication to specific audiences, and guide teams through change with clarity.

Our approach builds capabilities and drives adoption, enabling organizations to align more effectively, operate with greater efficiency, and deliver sustainable results in stages of growth, retention or resilience.

WHAT SETS US APART

- **20+ Years of Expertise:** Custom frameworks and solutions that blend science, behavioral insight and evidence-based practice with focused lens on people, systems, and change.
- **Broad Industry Experience:** Private/Corporate, nonprofit, government, and nongovernment sectors spanning technology, business, public health and healthcare.
- **Multi-Level Engagement:** Effective across all levels of organization and work styles, including in-office, hybrid and remote employees.

PAST PERFORMANCE



DukeHealth



THE EXECUTIVE
LEADERSHIP COUNCIL



SERVICES

Our approach combines expertise across three complementary areas to strengthen leaders and teams:



B.E.A.C.O.N. LEADERSHIP

*Amplifying Performance through
Connection and Alignment*

We offer coaching and programs that equip leaders to communicate effectively, foster accountability, and build connected teams.

- Leadership development strategy design and execution
- Leader retreats, training and facilitation
- Strategic leadership 1:1 and group coaching



THE COMPASS EDGE

*Navigating Transitions to Achieve
Lasting Advantage*

We create readiness and buy-in to help organizations implement change that drives smarter decisions, aligned strategy, and operational efficiency.

- Technology Implementations: AI or enterprise tools requiring efficiency and productivity.
- Organizational Restructures: Leader transitions, role changes or reorgs that affect workflows and team alignment.
- Process & Operational Shifts: RTO and workplace changes, process redesigns and other evolving work practices that impact performance, experience and team dynamics



NORTH STAR ADVISORY

*Strategic Partnership for Complex
Challenges*

We deliver turn strategy to action by aligning stakeholders, deepening team collaboration and elevating performance. Evaluation expertise.

- Assessments, training, process optimization
- Strategy development and implementation

POC: Dana Peebles, President

Office: 919.355.4583

www.transformwithbaystone.com

Email: connect@transformwithbaystone.com

Address: 11010 Lake Grove Blvd, Ste #110-256

Morrisville, NC 27560-7392 USA

COMPANY INFORMATION