



[AI FOR GOOD]

A prototype for AI integration in public impact organizations

JPoint
COLLABORATIVE

MatchPace

We integrate AI for the public good.

For the work our clients do, avoiding the AI revolution is not an option; the potential it holds for improving the public good is just too high to ignore.

OUR PHILOSOPHY

- 1. Embrace the tension.** We recognize AI as both a product of an imperfect world *and* a tool for the transformation of that world.
- 3. Dead orgs don't deliver.** All the efficiency in the world won't fix issues with team cohesion, capability formation, and governance. For us, these are critical.

But AI itself is not inherently good.
People make it good.

JPoint Collaborative and MatchPace have designed a service package to help public-sector organizations and the teams who support them navigate AI adoption with rigor, honesty, and stewardship that implementation plans alone can't provide.

Our approach reduces risk and centers on realizing real opportunity for real humans. Opportunity to build capacity, strengthen relationships, and save our precious life points.

- 2. Doubt well.** There is no such thing as objective data. We ask where data comes from, why it exists, who collected it, and how to use it responsibly.
- 4. Nothing comes for free.** The labor and resources that power AI are largely invisible. We inform solutions that account for what AI costs — not just what it saves.

OUR APPROACH



ASSESS + DECIDE

AI readiness diagnostics that reveal what's actually holding adoption back. Use-case triage: what to automate, what not to, and in what order. AI position documents that give leadership a defensible stance.



BUILD + COMMUNICATE

Change communications designed for people who didn't ask for this change. Role redesign briefs and workforce engagement strategies grounded in behavioral science.



GOVERN + ADAPT

Accountability structures for AI use that survive leadership transitions. Ongoing learning supports that keep teams adapting as AI evolves. Disclosure standards for organizations that need to show their work. Alignment with best practices AI frameworks (NIST RMF, OMB guidance, etc.).



PARTNER SUPPORT

For IT and implementation firms: capability content that credibly positions the human layer of AI delivery. Teaming relationships that differentiate and complement more technical work. Support building adaptive capacity today for future change and upgrades.

THE TEAM

**Destiny Aman**

MS, ABD/PhD
CEO, JPoint/HWC
20+ years experience

Strategic design, ethics, facilitation, scholarship of teaching and learning, experience with public-sector disaster, public health, and cyber risk programs.

**Elizabeth Knox**

MPP
Founder, MatchPace
20+ years experience

Workforce development and organizational change management, principled leadership development, author of *Work Reimagined* (2021).

**Kate Hochstein**

MBA
COO JPoint/HWC
15+ years experience

Business solutions, project and program management, contracting, technological integration, operations and execution.

**Savannah Schader**

BA
Comms/Design JP/HWC
10+ years experience

AI literacy, communications, behavioral science, visual design, technical writing.

WHO WE SERVE

Federal, State, Local, and
Educational Organizations

Nonprofits and NGOs

Organizations of public
impact in any sector

HOW WE'RE DIFFERENT



**We're not an IT firm;
we're a judgment firm.**

We are behavioral scientists and designers. We sit between technology and the humans who have to live with it. We help organizations think, decide well, and act well in and around their technological tools.

- Governance
- Strategy
- Communications
- Decision tools
- Research
- Performance



Humans first. Humans always.

People aren't perfect – our systems are full of inefficiency and bias, and our priorities change on a regular basis. That's why any AI transformation must be human-centered, both in design, and outcomes.

- Personas
- Behavioral science
- Disruption
- Sprints
- Ethics + equity
- Change

WOSB

SBA Certified

SWaM

Virginia Certified

GSA MAS

via HWC

OASIS+

via HWC

20+ yrs

Performance