



## Service Overview

Caring for our Nation's service members, veterans, families, caregivers, and survivors is an incredible duty and responsibility. Less than 1% of the U.S. population wears the uniform to defend the country and freedoms we are privileged to enjoy. But the U.S. is facing increasing challenges to military service: waning interest from the next generation, declining trust in government institutions, and a decreasing population size of eligible recruits. These challenges may have severe consequences to U.S. national security, if not addressed. Supporting our service members, veterans, and their families is a collective responsibility—and everyone has a role to play.

**The Keystone Theory.** Keystone Strategies views U.S. national security as an arch, an architectural structure with building blocks founded at two bases with upward curvature. The quality of these blocks is what makes the U.S. military the strongest and most lethal force in the world, and can include legacy weapon systems, next-generation capabilities, military presence around the globe, strength of acquisition and sustainment, and other critical components. At the top of the arch is the keystone – the single building block that locks all the pieces in place and maximizes the structure's strength. In this arch, the keystone is our Nation's service members, veterans, and their families, and the quality with which our society cares for them. Without the keystone, the arch is weakened at best, and crumbles at its worst – so caring for our military and veteran communities is vital to national security. This is the Keystone Theory.

**Services.** Keystone Strategies offers clients and partners a range of services to strengthen their support to service members, veterans, and their families. Keystone offers services across sectors to include all levels of government, non-governmental organizations, companies, and colleges and universities, with the recognition of the imperative of an integrated societal approach to investing in the military and veteran communities. A sampling of services:

- Strategy and planning
- Senior leader and/or Board engagement and management
- Policy consulting
- Programs consulting
- Stakeholder mapping and engagement
- Teaching and Speaking

### Let's collaborate!

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