On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option
to create an electronic delivery order are available through GSA Advantage!, a menu-drive database
system. The INTERNET address for GSA Advantage! is: GSAAdvantage.gov

General Services Administration (GSA) Authorized Federal Supply
Schedule Price List

<table>
<thead>
<tr>
<th>Multiple Award Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Group:</td>
</tr>
<tr>
<td>Contract No:</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Contract Period:</td>
</tr>
<tr>
<td>Contractor Information:</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Contractor Website:</td>
</tr>
<tr>
<td>Contract Administration:</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Business Size:</td>
</tr>
</tbody>
</table>
Customer Information

1a. Table of Awarded Special Item Numbers (SINS) and Pricing

RedWind awarded Special Item Numbers are provided in the following Table. Descriptions of services are provided in Section 1a.1, below and labor hour prices and are provided on page 9.

Table of Awarded Special Item Numbers

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>611430</td>
<td>611430RC</td>
<td>Professional and Management Development Training</td>
</tr>
<tr>
<td>541611</td>
<td>541611RC</td>
<td>Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services</td>
</tr>
</tbody>
</table>

1.a.1 Description of Services
SIN 541611 and 541611RC Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

The RedWind Group specializes in organizational strategy, design, training, and implementation with a focus on building the internal capabilities of our clients. We provide the skills, knowledge, and practical tools to each participant that will create empowered individuals able to sustain enhanced individual and organizational performance.

Consulting Services

RedWind Group, Inc. consulting services are focused on helping our clients in four distinct areas (1) Strategy planning and execution (2) Improving work processes, (3) Designing and aligning system and structures and, (4) Building organizational capabilities through Leadership, Culture, and Knowledge. We believe that form (structure) follows function (work processes), and function follows strategy. Leadership, Culture and Knowledge make it happen. We assist clients in the articulation of their purpose and strategy. We develop a consulting approach tailored to you, to ensure that organizations are positioned to achieve desired results. We evaluate how and if the structure, work processes, and other key systems of the organization are aligned with its strategy to sustain high performance.

The RedWind team provides the following consulting services:

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Function (Work processes)</th>
<th>Form (structure &amp; systems)</th>
<th>Leadership, Culture, and Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing Strategic Plans</td>
<td>Business process reengineering</td>
<td>Redesigning organization structures based on new technologies or mandates</td>
<td></td>
</tr>
<tr>
<td>Organizational Transformation Services</td>
<td>Improving transaction and services processing</td>
<td>Creating and Sustaining High-Performance Work Teams</td>
<td></td>
</tr>
<tr>
<td>Organizational Performance Assessment</td>
<td>Improving Goal Setting, Alignment and Performance Management Processes</td>
<td>Developing Individual Performance Models</td>
<td></td>
</tr>
<tr>
<td>Goal Alignment and Measurement Strategies</td>
<td>Improving Quality Management and Assurance Processes</td>
<td>Improving Training and Development Processes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Applying Lean and “Six Sigma” Principles</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Change Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Cultural Change</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Building Knowledge</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Management Capability</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Creating and Sustaining High-Performance Work Teams</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Developing Individual Performance Models</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Improving Training and Development Processes</td>
</tr>
</tbody>
</table>
Facilitation Services

Every facilitation project is different, but all require planning and revolve around one basic approach.

**Our Facilitation Approach** - Because the vitality and success of an organization hinges on the strategic choices it makes, we focus our facilitation process on making aligned, strategic decisions. Our approach is based on a four-step process: prepare and plan, frame the issues, reach conclusions, and execute. This process allows leaders and teams to come to consensus on decisions that are aligned with the direction of the organization, to develop buy-in on the proposed solutions, and to learn from the process. Our tools and techniques are proven to be successful.

The RedWind Group helps our clients in many ways and settings, including:

<table>
<thead>
<tr>
<th>Visioning sessions</th>
<th>Strategic planning off sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission and values clarification meetings</td>
<td>Leadership retreats</td>
</tr>
<tr>
<td>Leadership development</td>
<td>Consensus building meetings</td>
</tr>
<tr>
<td>Team building sessions</td>
<td>Process improvement design meetings</td>
</tr>
<tr>
<td>Problem diagnosis and brainstorming sessions</td>
<td>Lean and six sigma</td>
</tr>
<tr>
<td>Decision making sessions</td>
<td>Human Resources Management</td>
</tr>
<tr>
<td>Measurement scoreboard creation sessions</td>
<td>Visual Management</td>
</tr>
</tbody>
</table>

The elements of our approach are:

- **Prepare and Plan** – Determine the decision process to be used.
- **Frame the Issues** – Gather information and intelligence; generate possible solutions.
- **Reach Conclusions**.
- **Execute with Excellence** – Help to engage and gather information and intelligence.
- **Follow up** - Learn from experience.

Our facilitation approach enables leaders and teams to quickly reach consensual decisions that are aligned with the direction of the organization, buy-in to the proposed solutions, and implement in a way that gains commitment from those affected. Our consultants have significant experience working through challenging issues in highly unionized, bureaucratic, and regulated environments.

Survey Services

RedWind consultants have designed and conducted well over 150 surveys for at least 40 different clients over the past 20 years. We are adept at using principles of research design and generally accepted principles of survey design and construction. We have designed and implemented several surveys utilizing the internet, including surveys posted on websites and surveys delivered via email. We are familiar with the unique issues and challenges posed by various methodologies of administration.
RedWind offers training services that make an impact. Our training courses are designed with one purpose in mind – to drive real skill and behavior change in participants that then translates into tangible organizational results. We provide training courses that are uniquely tailored to the issues facing government institutions. These courses are:

- Thinking, Creativity, and Communication - “Levering Whole Brain Thinking, Creativity, and Communication”
- Strategic Planning – “Developing Winning Strategic Plans”
- Leadership – “Leading in the 21st Century”
- Teaming – “Creating and Sustaining High Performance Teams”
- Culture – “Installing a Culture of High Performance”
- Change Management – “Leading Successful Change”
- Measuring Results – “Creating Performance Metrics and Scorecards”
- Individual Accountability – “Personal Accountability and Performance”
- Customer Satisfaction – “Implementing Customer Value Analysis”
- Process Improvement – “Installing Best-in-Class Processes”
- Decision Making – “Decision Making 101”
- Organization Transformation – “Designing Organizations for Superior Performance”

Our Training Approach
We strive to provide the skills, knowledge, and practical tools to each participant that will create empowered individuals able to sustain enhanced individual and organizational performance.

Maximizing the Learning Experience
We understand that high-impact training and maximum ROI (level 6) is founded upon a three-phase approach to learning:

- Phase 1: Learning Preparation
- Phase 2: Learning Event
- Phase 3: Learning Application

RedWind offers both standardized training and customized training. Because of their modular nature our course are easily molded and tailored to fit the exact specifications of our government clients. Training courses are traditionally designed to be 1-2 day events, but are able to be shortened into smaller (2 hours to ½ day) offerings or extended as well. If customization is required the instructor will work with the client to ensure the right offering is created for the current scenario.

Our Instructors
RedWind instructors are highly qualified professionals who have had extensive experience with the content through application in line positions. In all cases they have consulted on the topic extensively. Instructors are focused on the needs of the participants. Instructors are also chosen for training assignments based upon expertise with the topic and experience with that client government branch or federal agency.
1b. Identification of the Lowest Priced Model Number and Lowest Unit Price:

Not Applicable

1c. Labor Category Descriptions

<table>
<thead>
<tr>
<th>Labor Category</th>
<th>Education (minimum)</th>
<th>Years Experience (minimum)</th>
<th>Description</th>
</tr>
</thead>
</table>
| Admin. Support       | Bachelor’s Degree   | 0                          | • Individual will perform diverse secretarial and administrative duties  
• Knowledge of computer-based documentation and presentation techniques, technical typing and word processing                                    |
| Research / Analyst   | Bachelor’s Degree   | 2                          | • Individual will perform research and analytical tasks in support of an ongoing project  
• Knowledge of computer-based documentation and presentation techniques, spreadsheet, and word processing                                      |
| Consultant I         | Bachelor’s Degree   | 2                          | • Interface with client on day-to-day basis  
• Support the completion of project specific tasks within estimated timeframes and budgets                                                                                                             |
| Consultant II        | Bachelor’s Degree   | 3                          | • Interface with client on day-to-day basis  
• Support the completion of project specific tasks within estimated timeframes and budgets  
• Individual will have specific experience in one or more of the following areas: facilitation, training, methodology development and evaluation, process re-engineering across all phases, identifying best practices, change management, business management techniques, and organizational development  
• Applies process improvement and re-engineering methodologies and principles to conduct process modernization projects  |
| Consultant III       | Bachelor’s Degree   | 5                          | • Interface with client on day-to-day basis  
• Support the completion of project specific tasks within estimated timeframes and budgets  
• Individual will have specific experience in one or more of the following areas: facilitation, training, methodology development and evaluation, process re-engineering across all phases, identifying best practices, change management, business management techniques, and organizational development  
• Applies process improvement and re-engineering methodologies and principles to conduct process modernization projects  |
| Senior Consultant I  | Bachelor’s Degree   | 7                          | • Directs the completion of a project within estimated timeframes and budgets  
• Manage day to day activities and review work product for completeness and accurate for customer requirements  
• Individual will have specific experience in the following areas: facilitation, training, methodology development and evaluation, process re-engineering across all phases, organizational development  |
<table>
<thead>
<tr>
<th>Position</th>
<th>Degree</th>
<th>Years</th>
<th>Responsibilities</th>
</tr>
</thead>
</table>
| Senior Consultant II             | Master’s Degree       | 10    | - Manages tasks or contracts for a single customer and is responsible for technical, management, and cost performance  
- Individual will have specific experience in the following areas: facilitation, training, methodology development and evaluation, process re-engineering across all phases, identifying best practices, change management, business management techniques, and organizational development  
- People in this category routinely work effectively as advisors and influencers at middle levels of management in a broad array of organizations |
| Executive Management Consultant I| Master’s Degree       | 10    | - Manages tasks or contracts for a single customer and is responsible for technical, management, and cost performance  
- Serves as a senior advisor to customer's executive management team in a variety of capacities  
- Recognized as a thought leader in consulting, facilitation, and/or training  
- Highly regarded as intellectual and practice leaders, through publications, speeches, or other leadership vehicles |
| Program Manager                  | Bachelor’s Degree     | 12    | - This individual will direct, plan, organize, control and manage the project/program to ensure that all contractual obligations are fulfilled in an efficient and timely manner  
- Must be able to manage multiple concurrent analysis and development tasks in projects, serve as point of contact with the Contracting Officers Representative or Task Monitor, formulate and enforce work standards, develop schedules, review work discrepancies and communicate policies, purposes and goals of the organization, and manage and control funds and resources |
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2. Maximum Order:</strong></td>
<td>$1,000,000.00</td>
</tr>
<tr>
<td><strong>3. Minimum Order:</strong></td>
<td>$100.00</td>
</tr>
<tr>
<td><strong>4. Geographic Coverage:</strong></td>
<td>Domestic and Overseas</td>
</tr>
<tr>
<td><strong>5. Point(s) of Production:</strong></td>
<td>Houston, TX</td>
</tr>
<tr>
<td><strong>6. Discount from list prices or statement of Net Price:</strong></td>
<td>Government Net Prices (discounts already deducted)</td>
</tr>
<tr>
<td><strong>7. Quantity Discounts:</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>8. Prompt Payment Terms</strong></td>
<td>Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.</td>
</tr>
<tr>
<td><strong>9a. Notification that Government Purchase Cards are accepted at or below the micro-purchase threshold:</strong></td>
<td>Yes</td>
</tr>
<tr>
<td><strong>9b. Purchase Cards are accepted above the micro-purchase threshold:</strong></td>
<td>Will accept</td>
</tr>
<tr>
<td><strong>10. Foreign Items</strong></td>
<td>None</td>
</tr>
<tr>
<td><strong>11a. Time of Delivery:</strong></td>
<td>Per Individual Task Order</td>
</tr>
<tr>
<td><strong>11b. Expedited Delivery:</strong></td>
<td>Items available for expedited delivery are noted in this price list.</td>
</tr>
<tr>
<td><strong>11c. Overnight and 2-day delivery:</strong></td>
<td>Contact RedWind</td>
</tr>
<tr>
<td><strong>11d. Urgent Requirements:</strong></td>
<td>Contact RedWind</td>
</tr>
<tr>
<td><strong>12. F.O.B. Points:</strong></td>
<td>Destination</td>
</tr>
<tr>
<td><strong>13a. Ordering Address(s):</strong></td>
<td>RedWind Group 1220 Southmore Blvd. Houston, TX  77004</td>
</tr>
<tr>
<td><strong>13b. Ordering Procedures:</strong></td>
<td>For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA s), are found in Federal Acquisition Regulation (FAR) 8.405-3.</td>
</tr>
<tr>
<td><strong>14. Payment Address:</strong></td>
<td>RedWind Group 1220 Southmore Blvd. Houston, TX  77004</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>15.</td>
<td><strong>Warranty Provision:</strong></td>
</tr>
<tr>
<td>16.</td>
<td><strong>Export packing charges:</strong></td>
</tr>
<tr>
<td>17.</td>
<td><strong>Terms and conditions of Government Purchase Card Acceptance:</strong></td>
</tr>
<tr>
<td>18.</td>
<td><strong>Terms and Conditions of rental, maintenance, and repair:</strong></td>
</tr>
<tr>
<td>19.</td>
<td><strong>Terms and conditions of installation:</strong></td>
</tr>
<tr>
<td>20.</td>
<td><strong>Terms and conditions of repair parts:</strong></td>
</tr>
<tr>
<td>20a.</td>
<td><strong>Terms and conditions of other services:</strong></td>
</tr>
<tr>
<td>21.</td>
<td><strong>List of service distribution points:</strong></td>
</tr>
<tr>
<td>22.</td>
<td><strong>List of Participating dealers:</strong></td>
</tr>
<tr>
<td>23.</td>
<td><strong>Preventative Maintenance:</strong></td>
</tr>
<tr>
<td>24a.</td>
<td><strong>Special attributes:</strong></td>
</tr>
<tr>
<td>24b.</td>
<td><strong>Section 508:</strong></td>
</tr>
<tr>
<td>25.</td>
<td><strong>Data Universal Number System (DUNS):</strong></td>
</tr>
<tr>
<td>26.</td>
<td><strong>Notification regarding registration in System for Award Management (SAM) database:</strong></td>
</tr>
</tbody>
</table>
Labor Category and Hourly Rates by SIN

The labor categories and hourly prices, including IFF, for Base Period (Years 1-5) under 541611 and 5416111RC are identified in the table below:

<table>
<thead>
<tr>
<th>Labor Category Title</th>
<th>Base Period Year 1 7/20/20 - 7/19/21</th>
<th>Base Period Year 2 7/20/21 - 7/19/22</th>
<th>Base Period Year 3 7/20/22 - 7/19/23</th>
<th>Base Period Year 4 7/20/23 - 7/19/24</th>
<th>Base Period Year 5 7/20/24 - 7/19/25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative Support</td>
<td>$82.15</td>
<td>$84.04</td>
<td>$85.97</td>
<td>$87.95</td>
<td>$89.97</td>
</tr>
<tr>
<td>Researcher / Analyst</td>
<td>$114.01</td>
<td>$116.63</td>
<td>$119.31</td>
<td>$122.05</td>
<td>$124.86</td>
</tr>
<tr>
<td>Consultant I</td>
<td>$114.01</td>
<td>$116.63</td>
<td>$119.31</td>
<td>$122.05</td>
<td>$124.86</td>
</tr>
<tr>
<td>Consultant II</td>
<td>$132.78</td>
<td>$135.83</td>
<td>$138.95</td>
<td>$142.15</td>
<td>$145.42</td>
</tr>
<tr>
<td>Consultant III</td>
<td>$158.42</td>
<td>$162.06</td>
<td>$165.79</td>
<td>$169.60</td>
<td>$173.50</td>
</tr>
<tr>
<td>Sr Consultant I</td>
<td>$217.14</td>
<td>$222.13</td>
<td>$227.24</td>
<td>$232.47</td>
<td>$237.82</td>
</tr>
<tr>
<td>Sr Consultant II</td>
<td>$328.77</td>
<td>$336.33</td>
<td>$344.07</td>
<td>$351.98</td>
<td>$360.08</td>
</tr>
<tr>
<td>Executive Management Consultant I</td>
<td>$419.29</td>
<td>$428.93</td>
<td>$438.80</td>
<td>$448.89</td>
<td>$459.21</td>
</tr>
<tr>
<td>Program Manager</td>
<td>$298.74</td>
<td>$305.61</td>
<td>$312.64</td>
<td>$319.83</td>
<td>$327.19</td>
</tr>
</tbody>
</table>

The training course prices, including IFF, for Base Period (Years 1-5) under SINs 611430 and 611430RC are identified in the table below:

<table>
<thead>
<tr>
<th>Course Title</th>
<th>Course Length</th>
<th>Minimum Participants</th>
<th>Maximum Participants</th>
<th>Price Offered to GSA (including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking, Creativity, and Communication - “Levering Whole Brain Thinking, Creativity, and Communication”</td>
<td>8 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 6,047.62</td>
</tr>
<tr>
<td>Strategic Planning – “Developing Winning Strategic Plans”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Leadership – “Leading in the 21st Century”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Teaming – “Creating and Sustaining High Performance Teams”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Culture – “Installing a Culture of High Performance”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Change Management – “Leading Successful Change”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Measuring Results – “Creating Performance Metrics and Scorecards”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Individual Accountability – “Personal Accountability and Performance”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Customer Satisfaction – “Implementing Customer Value Analysis”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Process Improvement – “Installing Best-in-Class Processes”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Decision Making – “Decision Making 101”</td>
<td>16 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 12,095.25</td>
</tr>
<tr>
<td>Organization Transformation – “Designing Organizations for Superior Performance”</td>
<td>20 Hours</td>
<td>12</td>
<td>24</td>
<td>$ 16,027.00</td>
</tr>
</tbody>
</table>
Training Course Descriptions –

Thinking, Creativity, and Communication - “Leveraging Whole Brain Thinking, Creativity, and Communication”

<table>
<thead>
<tr>
<th>Title of Course:</th>
<th>Leveraging Whole Brain Thinking, Learning and Communications</th>
<th>Length of Course (# of Hrs/Days):</th>
<th>8 hrs / 1 day</th>
</tr>
</thead>
</table>

**Total Price of Course:**********

**Price Per Participant:**********

**Minimum and Maximum Number of Participants:** 12-24

**Description**

*Leveraging Whole Brain Thinking, Learning and Communications* helps people and organizations gain greater insights into how to think, learn and communicate, which enables them to harness the power of their thinking for improved productivity, creativity and fulfillment. The course provides an in-depth view of how to utilize whole brain thinking, learning and communication knowledge and how to utilize tools that actually make a difference in individual performance and organization’s results. This course identifies the difference in how individuals process information, how they think, learn, and communicate. It explains why understanding our own preferences about how we learn and communicate and how others learn and communicate, is more and more critical in today’s knowledge-based work place. Individuals will complete a Herrmann Brain Dominance Instrument prior to coming to the workshop. The course will provide a variety of practical application activities (e.g. teaching, planning a communication strategy, selecting project team members, working in a team environment with diverse thinking preferences, etc.) where the participants will have opportunities to utilize the Brain Dominance Technology. This workshop is highly interactive and experiential.

**Who should take this course?**

Federal, Tribal, Government or Civilian Agency leaders and employees who will be involved in transformation efforts, or implementing strategic initiatives.

**What participants will gain:**

Participants gain greater insights into how they prefer to think, learn and communicate, which enables them to harness the power of their thinking for improved productivity, creativity and fulfillment. This workshop will provide the skills, knowledge, and insights into an individual’s own preferences of thinking, learning, communicating and the implications of this in the work place. Whole brain technology tools will be provided that will enable participants to return to their organizations confident and eager to fulfill their role in leading or participating in their project team, department or organization’s transformation, or implementing strategic initiatives. This workshop is noted for its high impact nature in terms of knowledge retention and skill application due to it being founded upon a proven, three-phase approach to learning:

- Phase 1: Workshop preparation (pre-work)
- Phase 2: Workshop event (training event)
- Phase 3: Workshop application (post workshop application assignments)

**Course Content**

**Overview of Whole Brain Technology**

- Learn about the whole brain technology and how it can be used.
- Understand the history of whole brain technology and the different models and applications that are commonly used.

**Understanding your individual thinking, learning and communicating profile (HBDI)**

- Learn about your thinking, learning and communicating brain profile (HBDI).
- Review your thinking, learning and communications preferences and implications that these have.
- Review the importance of whole brain thinking, learning and communicating in project teams, organizational transformations and achieving strategic initiatives.
- Explore how to develop and utilize your thinking, learning and communications preferences more fully.

**Applying whole brain technology in a variety of thinking, learning and communicating environments**

- Determine how to use the HBDI in a learning environment, in developing a communications plan and on a project team.
- Practice utilizing HBDI in a learning environment, in developing a communications plan and on a project team.

**Planning uses of the whole brain technology in the participants work environment**

- Use whole brain techniques to develop an implementation plan in the areas of enhancing learning, developing better communication strategies and enhancing a group’s knowledge creation and diffusion activities.
- Use whole brain techniques to help implement strategic initiatives and organizational transformations.

- Use whole brain technology to help personal growth in learning, thinking and communications.
Strategic Planning – “Developing Winning Strategic Plans”

<table>
<thead>
<tr>
<th>Title of Course:</th>
<th>Developing Winning Strategic Plans</th>
<th>Length of Course (# of Hrs/Days):</th>
<th>16 Hrs /2 days</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Price of Course:</td>
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**Description** – *Developing Winning Strategic Plans* provides an in-depth view of how to write dynamic strategic plans that energize and positioned the workforce for a successful rollout and implementation. Course content includes a review of the key components of effective strategic plans, strategies on how to mobilize and engage the workforce in creating plans, techniques for gathering necessary data, developing strategic initiatives that meet or exceed customer and stakeholder requirements, applying a patented model that allows for the organization to be perfectly designed to implement all strategic initiatives, and methods to effectively communicate the strategic plan. Participants will also review best-in-class strategic plans and clearly learn the difference between those plans that make a difference and those plans that sit on the shelf. This workshop is highly interactive and experiential. Participants actually start drafting their strategic plan and start creating a strategy for engaging the entire organization upon returning to their organizations. Because of its modular nature, this workshop can be shortened, lengthened, or spread out into 4-hour blocks based upon the client’s needs. Workshops can be delivered in standard form or can be carefully customized and tailored to specific client needs and cultures.

**Who should take this course?** Federal, Tribal, Government or Civilian Agency leaders and employees who will be involved in a strategic planning process.

**What participants will gain:** This workshop will provide the skills, knowledge, and expertise necessary to write dynamic strategic plans that are actually implemented. Templates and tools will be provided that will enable participants to return to their organizations confident and eager to fulfill their role in strategic planning. This workshop is noted for its high impact nature in terms of knowledge retention and skill application due to it being founded upon a proven, three-phase approach to learning:

- Phase 1: Workshop preparation (pre-work)
- Phase 2: Workshop event (training event)
- Phase 3: Workshop application (post workshop application assignments)

**Course Content**

**Key Components of Dynamic Strategic Plans**
- Identify the difference between effective plans and those that just sit on a shelf.
- Determine key content that must be included in effective strategic plans.
- Review a strategic plan template that is proven.

**Strategic Planning Model and Process**
- Use the holistic OSD model and process as the premier framework for strategic planning analysis and development.
- Learn the six-prong approach to strategic planning: 1) organize; 2) analyze; 3) draft; 4) refine; 5) publish; 6) communicate.

**Data Gathering and Analysis**
- Identify the key components and methods to data gathering and analysis.
- Conduct an environmental scan of customers, suppliers, stakeholders, trends, internal capabilities, etc.

**Strategic Plan Formulation and Creation**
- Creating incredible organizational focus through vision, mission, and values.
- Drafting strategic initiatives that are targeted to drive customer and stakeholder enthusiasm.
- Aligning all organizational processes, structures, and systems to the plan.
- Empowering the workforce to execute according to plan and ensuring leadership clears the path and walks the talk.

**Creating Energy and Commitment to the Plan from all Employees**
- Mobilizing the workforce to analyze, draft, and execute the plan.
- Using the key change management principles of education, involvement, and communication to capture the hearts, minds, and hands of the workforce.
- Identify key strategies that can be employed to ensure the plan is implemented.

**Communicate, Communicate, Communicate!**
- Identify a communication plan to ensure that the strategic plan is understood and positioned for execution.
- Ensure whole-brained communication techniques.
### Leadership – “Leading in the 21st Century”

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<thead>
<tr>
<th>Title of Course:</th>
<th>Leadership: “Leading in the 21st Century”</th>
<th>Length of Course (# of Hrs/Days):</th>
<th>16 Hrs/ 2 days</th>
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#### Description
Leadership is the key determinant of successful organizations. *Leadership in the 21st Century* will consist of building great organizations that can sustain success even when the leader is not around. Effective leaders demonstrate both outstanding attributes AND achieve results. Effective leaders will make productive contributions through talent, knowledge, skills, and by inspiring the best in others to achieve group objectives. Leaders in the next century will know how to mobilize people and resources toward common goals and engage employees in a common and compelling vision.

This seminar is highly interactive and stresses participation from all attendees through class discussion, case studies, and real-world exercises. Class size is limited to ensure personal attention for all attendees. Because of its modular nature, this seminar can be shortened or lengthened depending on the client’s needs.

#### Who should take this course?
- Managers and leaders who are trying to increase their ability to produce better results in a changing environment.
- Team leaders accountable for implementing new organizational changes, policies, structure.
- Employees responsible for implementing key, organizational initiatives.

#### What you will learn:
This course will provide participants with a solid understanding of what it will take to lead in the 21st Century. After attending this course, participants will understand that leadership is not determined by their position in the organization’s hierarchy, but consists of becoming effective in four distinct cornerstones that form the foundation of successful leadership—focus, alignment, execution, and leadership.

#### Course content
- **Cornerstone of “Focus”:** High performing leaders create strategic clarity and a laser-like focus in their organization. Elements of focus include:
  - Mission, vision, values
  - Strategic planning
  - Strategic objectives and measures

- **Cornerstone of “Alignment”:** High performing leaders carefully align the organization’s infrastructure to the chosen “focus.”
  - Designing processes
  - Building structure including clear roles, responsibilities, and accountabilities
  - Aligning systems such as decision making, information, rewards, and development

- **Cornerstone of “Execution.”** High performance organizations enable great performance by defining:
  - How employees contribute to the strategy
  - How employees’ personal passion connect to the organization’s passion
  - The codes of conduct and guiding principles the organization adheres to

- **Cornerstone of “Leadership.”** This is the most important cornerstone of the four because it leverages the other three. It is leadership’s responsibility to build organizations that deliver excellent and enduring results:
  - Getting the right people on the bus and in the right positions.
  - Holding people accountable for results
  - Building a leadership system within the organization
Teaming – “Creating and Sustaining High Performance Teams”

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<tr>
<th>Title of Course:</th>
<th>Creating and Sustaining High Performance Teams</th>
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**Description**

*Creating and Sustaining High Performance Teams* is an in-depth view of how to start up teams effectively, how to leverage the uniqueness and differences that people bring to teams, and how build capability into teams to renew themselves and sustain high performance. The course content addresses how individual differences in thinking, learning and communicating impact teams and how these differences can be leveraged to achieve exceptional levels of performance. It addresses how an organization’s and team’s decisions influence the culture and performance of the team. The course also addresses the different kinds of teams: functional teams, project teams, multidisciplinary teams and management team; how each is different and how to install a high performance team culture in each. Course contents includes a review of the research on the characteristics of high performance teams, an introduction to the models, tools and methodologies for creating and sustaining these. The course addresses how teams are perfectly designed to get the results that they get and it provides a framework and model for designing and improving high performance teams. The course focuses on elements and principles of high performance behavior and an understanding how to make changes within your teams to shape and influence these behaviors. Most importantly, the course will discuss the leader’s role in guiding and influencing high performance teams.

Because of its modular nature this workshop can be shortened, lengthened, or spread out into 4-hour blocks based upon the agency’s needs. Workshops can be delivered in standard form or can be customized to specific client needs and cultures.

**Who should take this course?**

Federal, Tribal, Government or Civilian Agency leaders and employees participating in a project team, functional team or management team that is involved in a start up situation, change effort, transformation, or are implementing strategic initiatives.

**What participants will gain:**

This workshop will provide the skills, knowledge, and expertise necessary to help create and sustain a culture of high performance. In this highly interactive 2-day workshop, participants use the HBDI and whole brain model to understand their personal approaches to team development and leadership, and develop skills for effective team communication. They will explore characteristics of effective team building as they relate to the diversity of thinking preferences among team members and they will practice team-building techniques in realistic business situations. Frameworks, models and tools will be provided that will enable participants to return to their organizations confident and eager to fulfill their role in leading project teams, functional teams, management teams, or teams engaged in organizational transformation. This workshop is noted for its high impact nature in terms of knowledge retention and skill application due to it being founded upon a proven, three-phase approach to learning:

- Phase 1: Workshop preparation (pre-work)
- Phase 2: Workshop event (training event)
- Phase 3: Workshop application (post workshop application assignments)

**Course Content**

- Understanding the characteristics of high performance teams
- Understanding your individual thinking, learning and communicating profile (HBDI)
- Identifying the Stages of Team Development and Models to develop a High Performance Team Culture
- Shaping a Team Culture of High Performance
- The Leader’s Role in Shaping a Team Culture of High Performance
Culture – “Installing a Culture of High Performance”

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Description

*Installing a Culture of High Performance* is an in-depth view of how an organization’s culture influences performance and of how one can shape behaviors and install a high performance culture. Course content includes a review of how to understand the DNA of the organization, an introduction to tool sets and methodologies for defining new elements of behavior, and an understanding of how to make changes within your organization to shape and influence behaviors. Most importantly, the course will discuss the leader’s role in guiding and influencing this process.

Because of its modular nature this workshop can be shortened, lengthened, or spread out into 4-hour blocks based upon the agency’s needs. Workshops can be delivered in standard form or can be customized to specific client needs and cultures.

**Who should take this course?**

Federal, Tribal, Government or Civilian Agency leaders and employees who will be involved in a change effort, transformation, or implementing strategic initiatives.

**What participants will gain:**

This workshop will provide the skills, knowledge, and expertise necessary to help install a culture of high performance. Templates and tools will be provided that will enable participants to return to their organizations confident and eager to fulfill their role in leading change, engaging in transformation, or implementing strategic initiatives. This workshop is noted for its high impact nature in terms of knowledge retention and skill application due to it being founded upon a proven, three-phase approach to learning:

- Phase 1: Workshop preparation (pre-work)
- Phase 2: Workshop event (training event)
- Phase 3: Workshop application (post workshop application assignments)

**Course Content**

**Understanding Your Organizations DNA**
- Defining Culture in terms of the artifacts, stories and behaviors
- Origin and development of Culture

**Identifying the Desired Organizational Culture**
- Understanding organizational behavior
- Understanding the underlying implicit operating principles or values
- Understanding the appropriate use of employee and vision assessments

**Shaping a Culture of Performance**
- Creating a common language
- Understanding and influencing group boundaries
- Understanding and influencing decision making and responsibilities
- Understanding and influencing rewards and recognition

**The Leaders Role in Shaping a Culture of Performance**
- Identify strategic goals.
- Identify current state of business against strategic goals.
- Collect data: build models to identify desired (future state) performance.
- Assess current state of performance against future state.
- Analyze enablers of and barriers to performance.
- Determine learning needs.
- Implement performance improvement interventions.
  - Evaluate actions and make plans for renewal.

Change Management – “Leading Successful Change”
**Title of Course:** Leading Successful Change  
**Length of Course**  
(# of Hrs/Days): 16 hrs/ 2 days

**Total Price of Course:**  
**Price Per Participant**

**Minimum and Maximum Number of Participants:** 12-24

**Description**

*Leading Successful Change* provides an in-depth view of how to successfully lead, manage, and implement change and transformation in the increasingly challenging environment of the 21st century. Course content includes a review of the primary external and internal forces that are causing organizations to change, the role of the change agent, the overall models and tools used to lead change, the common restraints to implementing change, crucial success factors behind all change efforts, dealing with labor relations and HR issues in a win-win way, and a comprehensive review of how to get employee’s hearts, hands and minds behind new changes. Participants will also participate in a 360 degree change agent assessment that will create clarity around their strengths and weaknesses regarding their ability to lead successful change. This workshop is highly interactive and experiential. Participants will engage in an Airborne Data Diskette simulation that accurately depicts the challenges and opportunities with organizational change. Because of its modular nature this workshop can be shortened, lengthened, or spread out into 4-hour blocks based upon the agency’s needs. Workshops can be delivered in standard form or can be carefully customized and tailored to specific client needs and cultures.

**Who should take this course?**

Federal, Tribal, Government or Civilian Agency leaders and employees who will be involved in a change effort, transformation, or implementing strategic initiatives

**What participants will gain:**

This workshop will provide the skills, knowledge, and expertise necessary to lead successful change. Templates and tools will be provided that will enable participants to return to their organizations confident and eager to fulfill their roles in leading change, engaging in transformation, or implementing strategic initiatives. This workshop is noted for its high impact nature in terms of knowledge retention and skill application due to it being founded upon a proven, three-phase approach to learning:

- Phase 1: Workshop preparation (pre-work)
- Phase 2: Workshop event (training event)
- Phase 3: Workshop application (post workshop application assignments)

Participants will also generate incredible clarity around their current strengths, weaknesses, and abilities to either lead or participate in change through an in-depth 360 degree profile.

**Course Content**

- **Defining Organizational and Personal Change**
- **The 21st Century – Why Change is the Norm?**
- **Airborne Data Diskette Simulation**
- **The Crucial Role of Organizational Change Agents**
- **Leveraging Key Models and Tools to Create and Implement Change**
- **Ensuring Implementation by Creating Energy Commitment to the Plan from all Employees**
Title of Course: Creating Performance Metrics and Scorecards  
Length of Course (# of Hrs/Days): 16 hrs/ 2 days

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**Description**

The balanced scorecard approach benefits organizations by providing a comprehensive “dashboard” of metrics that indicate a company’s performance. In their seminal work on this topic, Norton & Kaplan suggest thinking of organizational performance in terms of four “perspectives.” The four perspectives of a balanced scorecard include:

- **Financial perspective.** “How is the company meeting the needs of its shareholders?”
- **Customer perspective.** “How do customers view the company, its products, and services?”
- **Internal business process perspective.** “How is the company doing as it manages its strategically important and competitive work processes?”
- **Organizational culture and knowledge.** “How is the company managing a culture of people who will continue to create value?”

**Who should take this course?**

- Federal Government or Civilian Agency personnel charged with improving organizational performance.
- Individuals interested in improving organizational feedback systems.
- Leaders interested in developing an organization where all employees are aligned behind a common strategy.

**What participants will gain:**

The desired outcomes for this workshop are:

- Learn a framework and methodology for creating balanced scorecards.
- Learn how to prioritize and weigh elements of the balanced scorecard.
- Learn how to present scorecard results in a compelling and engaging manner.
- Learn how to set organizational goals and targets based on the balanced scorecard.

**Course Content**

- What is a Balanced Scorecard?
- Articulate your strategy.
- Aligning individual, organizational and cross-departmental initiatives to achieve a common goal.
- Understanding the Financial perspective.
- Understanding the Customer perspective.
- Understanding the Internal business process perspective.
- Understanding the Learning and growth perspective.
- Managing the process.
- Keeping your organization engaged with the balanced scorecard.
Individual Accountability – “Personal Accountability and Performance”

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**Description**

Successful leaders increase the ability of their work force to focus and execute on their highest priorities. Personal accountability is about being disciplined to execute on goals that have a clear line of sight to the organization measures and priorities. Typical pitfalls to accountability include undefined goals, unclarified behavioral expectations, loss of focus, lack of buy-in and commitment, and an undefined process of holding each other accountable. Details of this course include: an overview of communicating in a way that make priorities clear and meaningful; instilling confidence and inspiring trust in others by being direct, focused and consistent; and clarifying expectations.

This seminar is highly interactive and stresses participation from all attendees through class discussion, case studies, and real-world exercises. Class size is limited to ensure personal attention for all attendees. Because of its modular nature, this seminar can be shortened or lengthened depending on the client’s needs.

**Who should take this course?**

- Managers and leaders who are trying to increase their ability to produce better results in a changing environment
- Team leaders accountable for implementing new organizational changes, policies, structure
- Employees responsible for implementing key, organizational initiatives

**What you will learn:**

This course will provide you with a solid understanding of the process of accountability. After attending this course, you will understand the ins and outs of:

- Clarifying and focusing on priorities
- Creating a personal scorecard
- Translating priorities and goals into behaviors and actions
- Building a personal performance agreement

**Course content**

Overview of Accountability
- Clarifying expectations
- Holding each other accountable

Personal Scorecards
- Measures
- Rewards
- Celebrating success

Behaviors and Actions
- Translating goals to behaviors
- Creating a code of conduct

Performance Agreements
- Desired results
- Guidelines
- Accountabilities
- Needed resources
Customer Satisfaction – “Implementing Customer Value Analysis”

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Description

Customer Value Management (CVM) is a collection of specific analytical tools and metrics that help an organization track its competitive position and identify its source of competitive advantage. They help an organization align its strategy, business processes, and people with the constantly changing needs of its targeted markets. Used systematically, CVM tools enable an organization to provide superior value to their customers.

Who should take this course?

Federal, Tribal, Government or Civilian Agency personnel charged with improving the quality of service and product quality.
Individually interested in improving customer feedback systems.
Leaders interested in developing a customer-first mindset throughout their organization.

What participants will gain:

The desired outcomes for this workshop are:

- Learn a framework and methodology for managing customer value
- Learn how to prioritize the attributes of service and product quality
- Obtain a set of statistical techniques useful in customer value analysis
- Learn how to present customer value findings in a compelling and engaging manner
- Learn how to set organizational goals and targets by leveraging customer value metrics

Course Content

Understanding what customers really want
- Understanding the Customer Value Ratios
- Designing a Customer Value Study
- Identifying attributes most valued by customers
- Understanding the competition

Customer Value Analysis
- Quality and Price Attributes
- Attribute Importance Weights
- Market-Perceived Quality Profile and Market-Perceived Cost Profile
- Repurchase and Referral Intent Scores
- Internal Performance Metrics
- The Customer Value Added Ratio (overall value score)
- The Customer Value Map
- Head-to-Head Performance Comparisons and Performance Gaps

Prioritizing action for improving customer service
- Action Planning
- Integrating Customer Value Management with strategic plans
- Integrating customer metrics with organizational scorecards
- Building a responsive organization
Process Improvement – “Installing Best-in-Class Processes”

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**Description** - *Optimizing Process Performance* provides an in-depth look on how the enterprise, organization, and team can drive superior performance and high customer satisfaction through improvement in the design and management of their work process. Attendees will understand that “not all work processes are created equal” and that form (structure) follows function (work processes) and function follows strategy. These dependencies will be explained, allowing participants to focus on the work that must be performed in order to drive sustained improvement. A robust framework will be introduced that includes a set of operating principles, a toolset and a methodology that can guide an accelerated process redesign or the implementation of highly effective continuous improvement program.

**Who should take this course?**
Federal, Tribal, Government or Civilian Agency personnel charged with improving the quality of service and product quality.

**What participants will gain:**
This workshop will provide the skills, knowledge, and expertise necessary to optimize process performance. Templates and tools will be provided that will enable participants to return to their organizations confident and eager to fulfill their role in leading change, engaging in transformation, or implementing strategic initiatives. This workshop is noted for its high impact nature in terms of knowledge retention and skill application due to it being founded upon a proven, three-phase approach to learning:

Phase 1: Workshop preparation (pre-work)
Phase 2: Workshop event (training event)
Phase 3: Workshop application (post workshop application assignments)

**Course Content**

**Enterprise Model - Strategic Work Processes Architecture**
- Identify the mission critical core strategic processes.
- Identify the essential support processes.
- Selection of the appropriate process improvement approach.
- Understanding the Federal government value chain.

**Fundamentals of Work Processes**
- Understand the work process requirements from stakeholder, customers, and regulators.
- Understanding the process life cycle.
- Input change characteristics during conversion process.
- Block/ Flow diagrams.
- Input/ Outputs tables.

**Optimize Process Performance**
- Identify the value creating work within the process - Value Analysis.
- Understand how upstream and downstream handoffs create variability - Variance Analysis.
- Identify the bottlenecks within the process - Constraints Analysis.
- Understand the critical decision within the process - Deliberation Analysis.

**Measuring Process Performance**
- Selecting the right measurement points
- Understand how to link measurements back to enterprise, organization or team performance
- Understand how to communicate the measurement back to the organization

**Organization Alignment**
- The role of process owner
- The principles of process center organization
- The impact on skill and knowledge
- The impact on reward and recognitions
  - Sustaining process improvement
Decision Making – “Decision Making 101”

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<tr>
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Description

*Decision Making 101* offers a simple but proven method for making key decisions. Our process begins with some thought-provoking questions:

- Are you asking the right questions, and confronting the most important issues?
- Do you have the strategic intelligence you need to make sound choices?
- Is your decision process effective, involving the right people?
- What have you learned from your previous strategic choices?

The workshop provides an engaging and participative environment for learning the hows and whys of effective decision-making. Participants will return to their work with a new set of tools, skills, as well as significant insight into best practices for guiding and making decisions.

Who should take this course?

- Strategic or Operational leaders in Federal Government or Civilian Agencies.
- Individuals interested in improving the effectiveness of their decision-making processes.
- Leaders interested in managing risk while enhancing organizational outcomes.

What participants will gain:

The desired outcomes for this workshop are:

- Learn a Model or Framework for understanding the decision making process
- Learn the characteristics of organizations that make fast and effective decisions
- Learn the impediments to effective decision making and how to overcome these obstacles
- Obtain new skills important for guiding decision making processes
- Obtain a set of tools and templates for use in real and critical organizational decisions

Course Content

- Understanding the decision-making process and avoiding decision traps
- Framing. Asking the right questions at the right time.
- Gathering intelligence. The key to sound decision-making in today’s complex world.
- Coming to conclusions. Ensuring appropriate involvement and avoiding the decision traps common to groups and organizations.
- Learning for experience. Considering past decisions in planning for the next one.
Title of Course: Designing Organizations for Superior Performance
Length of Course (# of Hrs/Days): 20 hrs/ 2.5 days
Minimum and Maximum Number of Participants: 12-24

Description - Designing Organizations for Superior Performance starts with the premise that; “Organizations are perfectly designed to get the results that they get.” If an organization wants superior results to what they are getting, or they want to understand why they are getting the results that they are getting, they need to look at Organization Design. This course provides an in-depth overview of how to design and transform organizations in the increasingly challenging environment of the 21st century. Course content includes a review of the primary external and internal forces that are causing organizations to change, the role of a change management structure to ensure the quality and buy in of the design, and its successful implementation. It also includes a powerful framework for designing organizations as well as a set of analysis tools to ensure the quality of the design as well as its overall alignment. The course will provide five key models and tools used to design and transform organizations for superior performance starting with the organization’s strategy. The course content follows the principle that form follows function and function follows strategy. It focuses on the relationship between the results that organizations get and the culture that drives these results. It addresses the choices that organizations can make or do make to drive their culture. It also provides a comprehensive review of how to get employee’s hearts, hands, and minds behind new changes. This workshop is highly interactive and experiential. Participants will engage in an Airborne Data Diskette simulation that accurately depicts the challenges and opportunities with organizational change. Workshops can be delivered in standard form or can be carefully customized and tailored to specific client needs and cultures.

Who should take this course?
Federal, Tribal, Government or Civilian Agency leaders and employees who will be involved in the change, transformation, or implementing strategic initiatives.

What participants will gain:
This workshop will provide the skills, knowledge, and expertise necessary to lead successful change. Templates and tools will be provided that will enable participants to return to their organizations confident and eager to fulfill their role in leading change, engaging in transformation, or implementing strategic initiatives. This workshop is noted for its high impact nature in terms of knowledge retention and skill application due to it being founded upon a proven, three-phase approach to learning:
Phase 1: Workshop preparation (pre-work)
Phase 2: Workshop event (training event)
Phase 3: Workshop application (post workshop application assignments)

Course Content
Overview the Five Smooth Stones to Designing for Superior Performance
The 21st Century – Why Change is the Norm?
Examine the internal and external forces driving governmental and corporate organizations to change -- or die.
Why change will continue to increase in intensity and complexity.
The Crucial Role of a Change Management Structure
Identify the need for a change management structure and explore the various roles needed in a change management structure.
Leveraging Key Models and Tools to Design Superior Performance and Implement Successful Change
Apply the five key phases of design and transformation: 1) Charter, Scope and Change Management Structure; 2) Analyze; 3) Design; 4) Implement; 5) Evaluation.
Review the three key tools for analysis: 1) environmental scan; 2) process / technical analysis 3) culture / social analysis.
Implementing Critical Success Factors that Will Facilitate Organizational Transformation and Change