

# GENERAL SERVICES ADMINISTRATION

## Federal Acquisition Service

### Authorized Federal Supply Schedule FSS Price List

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-driven database system. The INTERNET address GSA Advantage!® is: [GSAAdvantage.gov](https://www.gsa.gov/gsaadvantage).

## Multiple Award Schedule

**FSC Group:** Professional Services

**Contract Number:** 47QRAA22D00E3

**Contract Period:** August 25, 2022 to August 24, 2027

**GSA Pricelist current as of – Mod #PS-0011 – Effective September 3, 2024**

# McKinsey & Company

McKinsey & Company, Inc. Washington DC

1200 19th Street, NW, Suite 1000

Washington, DC 20036

Phone Number: 202-662-3100

FAX Number: 202-662-3175

[www.mckinsey.com](https://www.mckinsey.com)

Contract Administration

Geoff Bradford

Phone Number: 202-662-0522

Email: [Geoff\\_bradford@mckinsey.com](mailto:Geoff_bradford@mckinsey.com)

Business Size: Large Business

For more information on ordering go to the following website: <https://www.gsa.gov/schedules>

Prices Shown Herein are Net (discount deducted)

## Customer Information

1a. Table of awarded special item numbers with appropriate cross-reference to item descriptions and awarded prices.

SINs	Recovery	SIN Title
541611	541611RC	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
541990	541990RC	All Other Professional, Scientific, and Technical Services (Non-IT)
541612HC	541612HCRC	Agency Human Capital Strategy, Policy and Operations
54151S*	54151SRC	Information Technology Professional Services
OLM	OLMRC	Order-Level Materials (OLMs)

**\*SIN 54151S is subject to Cooperative Purchasing.**

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply.  
**Not Applicable – Not offering products.**

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility, and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. **See Labor Category Descriptions starting on Page 4.**

2. Maximum order:

SINs	Maximum Order
541611	\$1,000,000
541990	\$1,000,000
541612HC	\$1,000,000
54151S	\$500,000
OLM	\$250,000

3. Minimum Order: **\$100**

4. Geographic Coverage (delivery area): **Worldwide**

5. Point of Production: **United States**

6. Discount from list prices or statement of net price: **Government Net Prices (discounts already deducted.)**

- 7. Quantity Discounts: **None**
- 8. Prompt Payment Terms: *Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.* **Net 30 days**
- 9. Foreign Items: **None**
- 10a. Time of Delivery: **To Be Determined at the Task Order level**
- 10b. Expedited Delivery: **Contact Contractor**
- 10c. Overnight and 2-day Delivery: **Contact Contractor**
- 10d. Urgent Requirements: **Contact Contractor**
- 11. F.O.B. Point: **Destination**
- 12a. Ordering Address: **McKinsey & Company, Inc. Washington DC, Attention: Geoff Bradford, 1200 19<sup>th</sup> Street, NW, Suite 1000, Washington, DC 20036**
- 12b. Ordering Procedures: **See Federal Acquisition Regulation (FAR) 8.405-3.**
- 13. Payment Address: **McKinsey & Company, Inc. Washington D.C., PO Box 7410450, Chicago, IL 60674-0450**
- 14. Warranty Provision. **Not Applicable**
- 15. Export Packing Charges. **Not Applicable**
- 16. Terms and conditions of rental, maintenance, and repair. **Not Applicable**
- 17. Terms and conditions of installation. **Not Applicable**
- 18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices. **Not Applicable**
- 18b. Terms and conditions for any other services. **Not Applicable**
- 19. List of service and distribution points. **Not Applicable**
- 20. List of participating dealers. **Not Applicable**
- 21. Preventive Maintenance. **Not Applicable**
- 22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). **Not Applicable**
- 22b. If applicable, indicate that Section 508 compliance information is available for the information and communications technology (ICT) products and services offered and show where full details can be found (e.g. contractor's website or other location.) ICT accessibility standards can be found at: [www.Section508.gov/](http://www.Section508.gov/). **Not Applicable**
- 23. Unique Entity Identifier (UEI) number. **N6JZARL64EW5**

24. Notification regarding registration in System for Award Management (SAM) database.  
**Contractor is registered and active in SAM**

## Labor Category Descriptions

#	LCAT Title	Min. years of Experience	Min. Education
<b>Executive / Strategy Consulting Roles</b>			
1	Senior Partner - Executive / Strategy	15	Master's Degree
2	Partner - Executive / Strategy	10	Master's Degree
3	Associate Partner - Executive / Strategy	7	Master's Degree
4	Engagement Manager - Executive / Strategy	5	Master's Degree
5	Associate - Executive / Strategy	3	Master's Degree
6	Business Analyst - Executive / Strategy	1	Bachelor's Degree
<b>Data Science Consulting Roles</b>			
7	Associate - Data Science	3	Master's Degree
8	Business Analyst - Data Science	3	Bachelor's Degree
<b>User Experience and Human-Centered Design Consulting Roles</b>			
9	Associate - Human-Centered Design	3	Master's Degree
10	Business Analyst - Human-Centered Design	3	Bachelor's Degree
<b>Implementation Consulting Roles</b>			
11	Associate - Implementation	3	Master's Degree
12	Business Analyst - Implementation	3	Bachelor's Degree
<b>Graphic Design Roles</b>			
13	Media Designer	5	Bachelor's Degree
14	Graphics Project Manager	3	Bachelor's Degree
15	Business Presentation Designer	2	Bachelor's Degree
<b>Analytical and Knowledge Roles</b>			
16	Capabilities and Insights Expert	5	Master's Degree
17	Capabilities and Insights Analyst	1	Bachelor's Degree
<b>Administrative Roles</b>			
18	Engagement Team Assistant	1	Bachelor's Degree

## **Strategy Consulting Roles**

### **1. Senior Partner - Executive / Strategy**

**Minimum Experience:** 15 years

**Minimum Education:** Master's degree

At least one college/university degree will be from a top 25 US university, top 25 US liberal arts college, or top 50 world university\*.

#### **Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Leads McKinsey's relationships with client organizations and can fully represent the firm.
- Possesses expert knowledge in one or more industries (e.g., public sector, information technology, healthcare and pharmaceuticals, commerce, finance, etc.) and/or functional practice areas (e.g., strategy, risk management, operations, human capital, organizational development, digital analytics, system analysis and design, supply chain management, etc.).
- Convenes firm resources and assets as necessary to meet task requirements, respond to emerging client needs, and ensure lasting client impact.
- Leads problem solving and solution development with the engagement team and clients and ensures that task requirements are considered and addressed as part of the client's and program's broader agenda.
- Serves as a counselor to senior client leaders, including C-level and Senior Executive Service-level (and above) Government executives, advising and coaching client organization leaders throughout the engagement. Brings commercial C-level best practices (Fortune 500) perspectives to senior Government counseling relationships.
- Maintains programmatic oversight and serves as final issue resolution authority on contractual, management, and operational issues.
- Maintains budgetary and financial control.
- Acts as the change leader for the client and team, responsible for spurring a radical re-think of the operating model and conventional wisdom.

#### **Experience/Education substitutions:**

A Terminal Degree (e.g., JD, MD, PhD) or a Bachelor's Degree plus three additional years of experience may be substituted for the Master's Degree. If a Terminal Degree is used to meet the Master's Degree requirement, it would also count as two additional equivalent years of experience. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's - 2 years; Additional Master's - 3 years; and Terminal (e.g., JD, MD, PhD) - 5 years.

### **2. Partner - Executive / Strategy**

**Minimum Experience:** 10 years

**Minimum Education:** Master's degree

At least one college/university degree will be from a top 25 US university, top 25 US liberal arts college, or top 50 world university\*.

**Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Responsible for ensuring the impact of the overall engagement including the content and the delivery.
- Possesses expert knowledge in one or more industries across commercial and public sector (e.g., information technology, healthcare and pharmaceuticals, commerce, finance, etc.) and/or functional practice areas (e.g., strategy, risk management, operations, organization, digital analytics, system analysis and design, supply chain management, etc.).
- Convenes firm resources and assets as necessary to meet task requirements, respond to emerging client needs, and ensure lasting client impact.
- Leads problem solving and solution development with the engagement team and clients and ensures that task requirements are considered and addressed.
- Serves as a senior client executive counselor, advising and coaching client organization leaders throughout the engagement. Brings commercial C-level best practices (Fortune 500) perspectives to senior Government counseling relationships.
- Maintains programmatic oversight and serves as issue resolution authority on contractual, management, and operational issues.
- Maintains budgetary and financial control.
- Acts as the change leader for the client and team, responsible for spurring a radical re-think of the operating model and conventional wisdom.

**Experience/Education substitutions:**

A Terminal Degree (e.g., JD, MD, PhD) or a Bachelor's Degree plus three additional years of experience may be substituted for the Master's Degree. If a Terminal Degree is used to meet the Master's Degree requirement, it would also count as two additional equivalent years of experience. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's - 2 years; Additional Master's - 3 years; and Terminal (e.g., JD, MD, PhD) - 5 years.

**3. Associate Partner - Executive / Strategy**

**Minimum Experience:** 7 years

**Minimum Education:** Master's degree

At least one college/university degree will be from a top 25 US university, top 25 US liberal arts college, or top 50 world university\*.

**Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government leaders, with an ability to deliver rapidly and to 'get it right the first time.'

- Leads the integrated delivery of the engagement end-to-end; is the primary leader on the ground interacting regularly with client and team.
- Provides specialized expert knowledge within one or more specific industries across commercial and public sector (e.g., information technology, healthcare and pharmaceuticals, commerce, finance, etc.) and/or practice areas (e.g., strategy, risk management, operations, organization, digital analytics, system analysis and design, supply chain management, etc.).
- Brings extensive practical experience in a specialized domain, with a sustained record of playing a central role delivering impactful engagements.
- Leads problem solving with the engagement team, including stress testing of working hypotheses, and solution development with the engagement team and clients and ensures that task requirements are considered and addressed.
- Serves as a senior client counselor, advising and coaching client organization leaders throughout the engagement. Brings commercial C-level executive best practices (Fortune 500) perspectives to senior Government counseling relationships.
- Provides direction and sound expertise to project team members to meet the client's specifications and standards in an advisory or quality assurance capacity.
- Acts as an important source of intellectual insight on a client project, framing business problems. Provides support to client innovation and capability building agendas through expertise in client relevant topics. Brings experience from private sector clients, infusing expertise, knowledge, and best practices from those industries.

**Experience/Education substitutions:**

A Terminal Degree (e.g., JD, MD, PhD) or a Bachelor's Degree plus three additional years of experience may be substituted for the Master's Degree. If a Terminal Degree is used to meet the Master's Degree requirement, it would also count as two additional equivalent years of experience. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's - 2 years; Additional Master's - 3 years; and Terminal (e.g., JD, MD, PhD) - 5 years.

**4. Engagement Manager - Executive / Strategy**

**Minimum Experience:** 5 years

**Minimum Education:** Master's degree

At least one college/university degree will be from a top 25 US university, top 25 US liberal arts college, or top 50 world university\*.

**Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government executive leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Provides knowledge within one or more specific industries (e.g., public sector, information technology, healthcare and pharmaceuticals, commerce, finance, etc.) and/or practice areas (e.g., strategy, risk management, operations, digital analytics, supply chain management, human capital, systems analysis and design, etc.).



- Leads a team of consultants at the associate and business analyst (or equivalent) levels providing day-to-day operational oversight to help clients achieve new performance outcomes and execute client project while guiding and developing individual team members.
- Ensures consistent application of templates, proficient methodologies, and work products that adhere to client requirements.
- Diagnoses client issues and develops appropriate solutions.
- Develops tailor-made solutions by contributing to the analysis, design, and implementation of business performance approaches.
- Leads teams in formulating and testing hypotheses and developing and communicating recommendations.

**Experience/Education substitutions:**

A Terminal Degree (e.g., JD, MD, PhD) or a Bachelor's Degree plus three additional years of experience may be substituted for the Master's Degree. If a Terminal Degree is used to meet the Master's Degree requirement, it would also count as two additional equivalent years of experience. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's - 2 years; Additional Master's - 3 years; and Terminal (e.g., JD, MD, PhD) - 5 years.

**5. Associate - Executive / Strategy**

**Minimum Experience:** 3 years

**Minimum Education:** Master's degree

At least one college/university degree will be from a top 25 US university, top 25 US liberal arts college, or top 50 world university\*

**General Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government executive leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Leads a more complex engagement workstream independently (e.g., interviewing clients, leading client teams, building financial and analytical models, supporting strategy and organizational development, analyzing and designing IT systems, creating and delivering presentations, and working with subject experts to develop perspectives and insights).
- Works effectively with cross-functional and complex teams and engages with senior-level stakeholders, both internal and external, to design the best solution and move people and organizations to act.
- Brings experience, best practices, knowledge, and expertise from private sector clients.
- Creates outputs and content for deliverables for regular client updates as well as intermediate and final deliverables.
- Strong proficiency in Excel, Word, PowerPoint, and relevant analytics/statistical packages (e.g., Tableau).

**Specialized Roles & Responsibilities:**

- Serves clients by gathering and analyzing information, structuring ambiguous problems and taking action to solve them.
- Supports development, formulation, and testing of hypotheses and analytical models.
- Builds clients' capabilities, systems, strategy, and processes to ensure they capture and sustain the anticipated results.

**Experience/Education substitutions:**

A Terminal Degree (e.g., JD, MD, PhD) or a Bachelor's Degree plus three additional years of experience may be substituted for the Master's Degree. If a Terminal Degree is used to meet the Master's Degree requirement, it would also count as two additional equivalent years of experience. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's - 2 years; Additional Master's - 3 years; and Terminal (e.g., JD, MD, PhD) - 5 years.

## **6. Business Analyst - Executive / Strategy**

**Minimum Experience:** 1 year

**Minimum Education:** Bachelor's degree

At least one college/university degree will be from a top 25 US university, top 25 US liberal arts college, or top 50 world university\*

**General Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government executive leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Performs daily team activities under the direction of the project lead to complete project-specific tasks and presentations.
- Leads an engagement workstream independently (e.g., interviewing clients, leading client teams, building financial and analytical models, supporting strategy and organizational development, analyzing and designing IT systems, creating and delivering presentations, and working with subject experts to develop perspectives and insights).
- Brings experience and best practices from private sector clients.
- Creates outputs and content for deliverables for regular client updates as well as intermediate and final deliverables.
- Strong proficiency in Excel, Word, PowerPoint, and relevant analytics/statistical packages (e.g., Tableau).

**Specialized roles & responsibilities:**

- Serves clients by gathering and analyzing information.
- Supports development, formulation, and testing of hypotheses and analytical models.

**Experience/Education substitutions:**

Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's – 2 years; Master's – 3 years.

## **Data Science Consulting Roles**

### **7. Associate - Data Science**

**Minimum Experience:** 3 years

**Minimum Education:** Master's degree

#### **General Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Leads a more complex engagement workstream independently (e.g., working on complex and extremely varied data in a multi-disciplinary environment with specialists in machine learning, engineering and design) as part of the engagement team.
- Works effectively with cross-functional and complex teams and engages with senior-level stakeholders, both internal and external, to design the best solution and move people and organizations to act.
- Brings experience, best practices, knowledge, and expertise from private sector clients.
- Creates outputs and content for deliverables for regular client updates as well as intermediate and final deliverables.
- Strong proficiency in Excel, Word, PowerPoint, and relevant analytics/statistical packages (e.g., Tableau).

#### **Specialized Roles & Responsibilities:**

- Develops data science products and solutions and writes highly optimized code.
- Builds analytical models that are part of an end-to-end digital platform, including creating solutions from the initial minimum viable product (MVP) stage to a robust and mature product.
- Identifies key hypotheses, metrics, and insights, and defines and drives the analytical scope and method for projects, including formulating and shaping the models.
- Derives key insights and communicates complex analytics concepts in a clear and concise manner to clients.
- Strong proficiency in relevant programming languages (e.g., R)

#### **Experience/Education substitutions:**

A Terminal Degree (e.g., JD, MD, PhD) or a Bachelor's Degree plus three additional years of experience may be substituted for the Master's Degree. If a Terminal Degree is used to meet the Master's Degree requirement, it would also count as two additional equivalent years of experience. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's - 2 years; Additional Master's - 3 years; and Terminal (e.g., JD, MD, PhD) - 5 years.

### **8. Business Analyst - Data Science**

**Minimum Experience:** 3 years

**Minimum Education:** Bachelor's degree

### **General Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Performs daily team activities under the direction of the project lead to complete project-specific tasks and presentations.
- Leads an engagement workstream independently, (e.g., works on various modelling assignments to derive actionable business insights and solve complex business problems in multi-disciplinary environments (e.g., optimizing workflows, forecasting supply and demand, increasing financial transparency, reducing supply chain risks, and improving workforce outcomes)).
- Brings experience and best practices from private sector clients.
- Creates outputs and content for deliverables for regular client updates as well as intermediate and final deliverables.
- Strong proficiency in Excel, Word, PowerPoint, and relevant analytics/statistical packages (e.g., Tableau).

### **Specialized Roles & Responsibilities:**

- Demonstrates depth of knowledge in using advanced statistics, optimization techniques and machine learning algorithms.
- Strong proficiency in relevant programming languages (e.g., R)

### **Experience/Education substitutions:**

Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's – 2 years; Master's – 3 years; Terminal (e.g., JD, PhD, MD) – 5 years.

## **User Experience and Human-Centered Design Consulting Roles**

### **9. Associate - Human-Centered Design**

**Minimum Experience:** 3 years

**Minimum Education:** Master's degree

#### **General roles & responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Leads a more complex engagement workstream independently, (e.g., drives all aspects of the design process, guiding other members of the design team).
- Works effectively with cross-functional and complex teams and engages with senior-level stakeholders, both internal and external, to design the best solution and move people and organizations to act.
- Brings experience, best practices, knowledge, and expertise from private sector clients.
- Creates outputs and content for deliverables for regular client updates as well as intermediate and final deliverables.

- Strong proficiency in Excel, Word, PowerPoint, and relevant analytics/statistical packages (e.g., Tableau).

**Specialized roles & responsibilities:**

- Responsible for key design deliverables across a variety of stages and client priorities, from research and insight generation to concept and delivery.
- Performs task analysis and defines the User Interface Design through information architecture, wireframes and user flows and validate it through usability testing, to lead usability testing sessions, consolidate findings and iteratively integrate into design solutions.
- Applies conceptual thinking to create desirable and feasible digital solutions across multiple platforms, smartly bringing together user needs, business goals, and technical realities.
- Utilizes industry design standards and best practices to define and implement design criteria. Applies user centered design methodologies to ensure recommendations are based on customer needs, prepares research and testing, produces personas, maps customer journeys, and develops service blueprints for complex products and services.
- Participates in workshops, concept sprints, and hackathons to inject design thinking tools and methodologies to produce tangible results in a rapid and iterative way. Works closely with development teams to ensure that design specifications are implemented and communicates the product's vision to clients.
- Effectively communicates research findings, conceptual ideas, detailed design, and design rationale both verbally and visually. Uses a variety of methods to convey ideas and concepts (e.g., storyboards, wireframes, prototypes, etc.). Uses narration and storytelling skills to bring product ideas to life, and constructs quick interactive prototypes with initial, low fidelity visual designs that illustrates user experience/user interface (UX/UI) design that present a realistic feel of the intended experience.

**Experience/Education substitutions:**

A Terminal Degree (e.g., JD, MD, PhD) or a Bachelor's Degree plus three additional years of experience may be substituted for the Master's Degree. If a Terminal Degree is used to meet the Master's Degree requirement, it would also count as two additional equivalent years of experience. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's - 2 years; Additional Master's - 3 years; and Terminal (e.g., JD, MD, PhD) - 5 years.

## **10. Business Analyst - Human-Centered Design**

**Minimum Experience:** 3 years

**Minimum Education:** Bachelor's degree

**General Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Performs daily team activities under the direction of the project lead to complete project-specific tasks and presentations.

- Leads an engagement workstream independently, (e.g., addresses all aspects of the design process to deliver inventive, durable, and thoughtful solutions from concept to launch).
- Brings experience and best practices from private sector clients.
- Creates outputs and content for deliverables for regular client updates as well as intermediate and final deliverables.
- Strong proficiency in Excel, Word, PowerPoint, and relevant analytics/statistical packages (e.g., Tableau).

#### **Specialized Roles & Responsibilities:**

- Creates desirable and feasible digital solutions across multiple platforms, bringing together user needs, business goals, and technical realities.
- Utilizes industry design standards and best practices to define and implement design criteria.
- Applies user centered design methodologies to ensure recommendations are based on customer needs.
- Prepares research and testing, produces personas, maps customer journeys, and develops service blueprints for complex products and services.
- Communicates research findings, conceptual ideas, detailed design, and design rationale both verbally and visually. Uses a variety of methods to convey ideas and concepts (e.g., storyboards, wireframes, prototypes).
- Constructs quick interactive prototypes with initial, low fidelity visual designs that illustrate the UX/UI design to present a realistic feel of the intended experience.
- Performs task analysis and defines the UI Design through information architecture, wireframes, and user flows, and validates it through usability testing, consolidated findings, and integration into design solutions.

#### **Experience/Education substitutions:**

Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's – 2 years; Master's – 3 years; Terminal (e.g., JD, PhD, MD) – 5 years.

### **Implementation Consulting Roles**

#### **11. Associate - Implementation**

**Minimum Experience:** 3 years

**Minimum Education:** Master's degree

#### **General Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Leads a more complex engagement workstream independently (e.g., tracking metrics, handling complex analyses, and preparing communications to report back to client and internal leadership, developing practical recommendations, and contributing to team discussions on implications of analysis, identifying implementation challenges, supporting system analysis, design and implementation).

- Works effectively with cross-functional and complex teams and engages with senior-level stakeholders, both internal and external, to design the best solution and move people and organizations to act.
- Brings experience, best practices, knowledge, and expertise from private sector clients.
- Creates outputs and content for deliverables for regular client updates as well as intermediate and final deliverables.
- Strong proficiency in Excel, Word, PowerPoint, and relevant analytics/statistical packages (e.g., Tableau).

**Specialized roles & responsibilities:**

- Serves clients by working alongside the client's staff and assisting with implementation tasks, including facilitating working sessions with front-line and supervisors, connecting with and motivating the client team, or developing skills of client team members when appropriate, principally through coaching.
- Develops practical recommendations and contributes to team discussions on implications of analysis, and identifies implementation challenges.
- Builds clients' capabilities, systems, and processes to ensure they capture and sustain the anticipated results.

**Experience/Education substitutions:**

A Terminal Degree (e.g., JD, MD, PhD) or a Bachelor's Degree plus three additional years of experience may be substituted for the Master's Degree. If a Terminal Degree is used to meet the Master's Degree requirement, it would also count as two additional equivalent years of experience. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's - 2 years; Additional Master's - 3 years; and Terminal (e.g., JD, MD, PhD) - 5 years.

## 12. Business Analyst - Implementation

**Minimum Experience:** 3 years

**Minimum Education:** Bachelor's degree

**General Roles & Responsibilities:**

- Engages on urgent, highly complex, and/or high-impact opportunities for senior Government leaders, with an ability to deliver rapidly and to 'get it right the first time.'
- Performs daily team activities under the direction of the project lead to complete project-specific tasks and presentations.
- Leads an engagement workstream, (e.g., tracking metrics, handling complex analyses, and preparing communications to report back to client and engagement leadership, supporting system analysis, design and implementation).
- Brings experience and best practices from private sector clients.
- Creates outputs and content for deliverables for regular client updates as well as intermediate and final deliverables.



- Strong proficiency in Excel, Word, PowerPoint, and relevant analytics/statistical packages (e.g., Tableau).

**Specialized Roles & Responsibilities:**

- Serves clients by helping them to build capabilities in delivery and execution.
- Provides coaching, guidance, and mentorship to clients to ensure the clients are able to deliver and sustain the full benefits of the recommended change in the client organization.
- Supports development of practical recommendations and contributes to team discussions on implications of analysis and assists in identification of implementation challenges.

**Experience/Education substitutions:**

Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's – 2 years; Master's – 3 years; Terminal (e.g., JD, PhD, MD) – 5 years.

**Graphic Design Roles**

**13. Media Designer**

**Minimum Experience:** 5 years

**Minimum Education:** Bachelor's degree

**Roles & Responsibilities:**

- Advises engagement teams on any media use and impact-related issues, including graphic design, illustration, and video.
- Assists engagement teams to create/develop concepts for the specific client communication situations and acts as a creative thought partner in designing communications materials.
- Provides creative guidance and shares knowledge of media, design, and communications best practices with engagement teams.
- Possesses a deep knowledge in chosen media or service specialization.
- Actively stays in touch with the latest design trends and applies all knowledge to design projects for engagement teams.

**Experience/Education substitutions:**

An Associate's degree plus 2 additional years of experience may be substituted for the Bachelor's degree. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's – 2 years; Master's – 3 years; Terminal (e.g., JD, PhD, MD) – 5 years.

**14. Graphics Project Manager**

**Minimum Experience:** 3 years

**Minimum Education:** Bachelor's degree

**Roles & Responsibilities:**



- Ensures graphics and design projects receive optimal presentation solutions.
- Navigates services, products, and capacity with a specific need on graphics and design projects, including identifying milestones, understanding priority and timelines, and managing stakeholders.
- Plans and organizes work to support engagement teams. Creates clear documentation to keep track of the engagement's major meetings, milestones, etc.
- Sets up action plans, if needed, and follows up with production processes to ensure quality and delivery needs are met.
- Manages stakeholders, including connecting across graphics teams and assisting with capacity planning and task allocation.

**Experience/Education substitutions:**

An Associate's degree plus 2 additional years of experience may be substituted for the Bachelor's degree. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's – 2 years; Master's – 3 years; Terminal (e.g., JD, PhD, MD) – 5 years.

## **15. Business Presentation Designer**

**Minimum Experience:** 2 years

**Minimum Education:** Bachelor's degree

**Roles & Responsibilities:**

- Formats and makes consistent high-impact PowerPoint presentations to support consulting teams.
- Works in accordance with visualization principles and ensures graphical accuracy and format consistency.
- Creates and makes edits to existing exhibits and charts in presentations.
- Possesses proficient skills in visual improvement, message optimization, imagery usage, and layout alternatives.
- Possesses knowledge of branding, sub brands, and variety of visual identities in PowerPoint.

**Experience/Education substitutions:**

An Associate's degree plus 2 additional years of experience may be substituted for the Bachelor's degree. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's – 2 years; Master's – 3 years; Terminal (e.g., JD, PhD, MD) – 5 years.

### **Analytical and Knowledge Roles**

## **16. Capabilities and Insights Expert**

**Minimum Experience:** 5 years

**Minimum Education:** Master's degree

**Roles & responsibilities:**

- Serves engagement teams and clients by partnering with consultants and client teams to meet their complex needs, using deep content/capability knowledge, problem solving abilities, project management skills, advanced techniques and vast internal and external networks.
- Contributes expert knowledge and insights in solving complex client/engagement problems joining, or leading, workstreams.
- May manage small groups of analysts in client or knowledge/asset/capability development projects.
- Possesses deep expertise in industry/functional content, a thorough grasp of McKinsey's consulting approach, and expert knowledge of relevant analytics/statistical tools and approaches, including as relevant to the project:
- Wide-ranging knowledge of one or more industry or function, expert navigator of firm knowledge ecosystem; knowledge of relevant analytics/statistical tools and approaches.
- Excellent analytical/quantitative skills, problem-solving capabilities, effective prioritization.
- Superior communications skills with ability to influence a range of stakeholders.
- Highly proficient skills in Excel, Word, PowerPoint, and relevant analytics/statistical packages.

**Experience/Education substitutions:**

A Terminal Degree (e.g., JD, MD, PhD) or a Bachelor's Degree plus three additional years of experience may be substituted for the Master's Degree. If a Terminal Degree is used to meet the Master's Degree requirement, it would also count as two additional equivalent years of experience. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's - 2 years; Additional Master's - 3 years; and Terminal (e.g., JD, MD, PhD) - 5 years.

## **17. Capabilities and Insights Analyst**

**Minimum Experience:** 1 year

**Minimum Education:** Bachelor's degree

**Roles & responsibilities:**

- Serves engagement teams by providing guidance on leveraging assets, tools, capabilities and insights. As relevant to role:
- Engages with teams to scope and prioritize project/request and business needs, for low-to-medium complexity situations with minimal guidance; helps teams to navigate the domain's capabilities.
- Clarifies scope objectives to determine most relevant, cost-effective capabilities, insights, data, and solutions to deploy.
- Deploys standard tools, assets, solutions (with minimal guidance); interprets standard outputs of models/solutions to generate insights for engagement teams related to client business need.
- Conducts medium-complexity analyses and calculations.
- Prepares accurate, well-developed documents, databases, models, solution outputs, and ready to-use charts to present findings.

- Possesses business knowledge; basic understanding of research techniques, information sources, and statistical analysis/analytic techniques as relevant to role, including:
- Strong analytical/quantitative skills, solid problem-solving capabilities, effective prioritization.
- Intellectual curiosity, good team player, strong written/verbal communications skills.
- Strong proficiency in Excel, Word, PowerPoint, and relevant analytics/statistical packages.

**Experience/Education substitutions:**

Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's – 2 years; Master's – 3 years; Terminal (e.g., JD, PhD, MD) – 5 years.

**Administrative Roles**

**18. Engagement Team Assistant**

**Minimum Experience:** 1 year

**Minimum Education:** Bachelor's degree

**Roles & responsibilities:**

- Provides proactive, timely, and high-quality operations support to the strategy consulting team.
- Supports day-to-day operations of the team, including meeting, event, and conference planning; coordinating logistics and technology for Video Conferences of all sizes; arranging travel; organizing and maintaining client files within authorized systems.
- May interface directly with clients to ensure smooth collaboration.
- Provides additional related support as needed (e.g., overseeing production of materials to support large client meetings or workshops).

**Experience/Education substitutions:**

An Associate's degree plus 2 additional years of experience may be substituted for the Bachelor's degree. Once the minimum education requirements have been met, additional degrees count as the following additional equivalent years of experience: Additional Bachelor's – 2 years; Master's – 3 years; Terminal (e.g., JD, PhD, MD) – 5 years.

\*All Executive/Strategy roles require at least one college/university degree from a top 25 US university or top 25 US liberal arts college (as defined by US News & World Report), or a top 50 world university (as defined by the Times Higher Education World University Rankings), as ranked in the three years preceding when an employee is staffed on the GSA Task Order. The specific institutional rankings from US News & World Report that will be utilized are: 1) National Universities, 2) National Liberal Arts Colleges, 3) Best Business Schools-MBA, and 4) Best Law Schools.

## **GSA Rates for Services**

<b>SINs Awarded</b>	<b>Labor Category/Service Title</b>	<b>Unit of Issue</b>	<b>GSA Price (including IFF)</b>
541611, 541990 541612HC and 54151S	Senior Partner - Executive/ Strategy	Hour	\$1,193.57
541611, 541990 541612HC and 54151S	Partner- Executive/ Strategy	Hour	\$1,072.02
541611, 541990 541612HC and 54151S	Associate Partner- Executive/ Strategy	Hour	\$958.13
541611, 541990 541612HC and 54151S	Engagement Manager- Executive/ Strategy	Hour	\$834.40
541611, 541990 541612HC and 54151S	Associate- Executive/ Strategy	Hour	\$498.23
541611, 541990 541612HC and 54151S	Business Analyst- Executive/ Strategy	Hour	\$339.45
541611, 541990 and 54151S	Associate - Data Science	Hour	\$480.71
541611, 541990 and 54151S	Business Analyst - Data Science	Hour	\$327.41
541611 541990	Associate - Human-Centered Design	Hour	\$480.71
541611 541990	Business Analyst - Human-Centered Design	Hour	\$327.41
541611, 541990 541612HC and 54151S	Associate - Implementation	Hour	\$465.38
541611, 541990 541612HC and 54151S	Business Analyst - Implementation	Hour	\$317.55
541611, 541990 541612HC and 54151S	Media Designer	Hour	\$182.86
541611, 541990 541612HC and 54151S	Graphics Project Manager	Hour	\$171.92
541611, 541990 541612HC and 54151S	Business Presentation Designer	Hour	\$162.06
541611, 541990 541612HC and 54151S	Capabilities & Insights Expert	Hour	\$366.83
541611, 541990 541612HC and 54151S	Capabilities & Insights Analyst	Hour	\$275.94
541611, 541990 541612HC and 54151S	Engagement Team Assistant	Hour	\$120.45

**Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

## **Firm Description**

McKinsey & Company, Inc. Washington D.C. (McKinsey Washington) was established in 2003 specifically to support the unique needs of Federal, state, and local clients in the US. McKinsey & Company, Inc. (McKinsey), the ultimate parent company, has provided consulting services to organizations in the public, private, and social sectors since it was founded in 1926. McKinsey Washington draws on the broader resources of its parent (including personnel, as appropriate).

McKinsey is a trusted advisor and counselor to many of the most influential businesses and public sector institutions in the world. We have served all 15 of the US Federal Government executive cabinet departments, 35 US States, and over 90% of companies on the Forbes Global 2000 list. We have served clients on topics ranging from strategy, design, risk and organization to digital, implementation, sustainability and operations.

Widely recognized as the leading management consulting firm globally, McKinsey is deeply committed to helping institutions in the private, public, and social sectors achieve lasting success through sustainable, inclusive growth. We work closely with teams at all levels of an organization to shape winning strategies, mobilize for change, build capabilities, and drive successful execution. We combine bold strategies and transformative technologies to help organizations innovate more sustainably, achieve lasting gains in performance, and build workforces that will thrive for this generation and the next. Our public sector practice aspires to bring the best of our global firm to help governments improve individuals' lives, livelihoods, and health, and create safer and more just communities.