Federal Supply Service
Authorized Federal Supply Schedule Price List

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

MAS – Multiple Award Schedule
Federal Supply Group: MAS

Contract number: 47QREA19D000C

For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at www.fss.gsa.gov

Contract period: January 31, 2019 – January 30, 2024

Sheila Lee & Associates, LLC
1518 West Pratt Street
Baltimore, MD 21223
(410) 233-6922
Contact for Contract Administration: Sheila Lee
sheilalee@learningeverywhere.com

Business Size:
Small Business
Small Disadvantaged Business
Woman Owned Small Business
EDWOSB

Price List Current as of Modification PS-A812, effective 2/3/2020
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(ii) Customer Information:

1a. Table of awarded special item number(s) with appropriate cross reference to item descriptions and awarded prices(s): 611430 – Professional and Management Training; 611512 – Flight Training; OLM – Order Level Materials

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract: See Price List

1c. A description of all class description is shown in our Price List.

2. Maximum order: $1,000,000

3. Minimum order: $100

4. Geographic Coverage (delivery area): 48 States and DC

5. Point(s) of production: Baltimore, MD

6. Discount from list prices or statement of net price: All prices are net

7. Quantity discounts: N/A

8. Prompt payment terms: Net 30. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Government purchase cards are accepted at or below the micro-purchase threshold.

9b. Government purchase cards are accepted above the micro-purchase threshold.

10. Foreign items: N/A

11a. Time of delivery: To be negotiated between the contractor and ordering agency.

11b. Expedited Delivery: To be negotiated between the contractor and ordering agency.

11c. Overnight and 2-day delivery is to be negotiated between the contractor and ordering agency.

12. F.O.B. point: Destination

13a. Ordering address: 1518 West Pratt Street, Baltimore, MD 21223

13b. Ordering procedures: For supplies and service, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address: 1518 West Pratt Street, Baltimore, MD 21223

15. Warranty provision: Per task order; per PRS in task order

16. Export packing charges, if applicable: N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Accepted at all levels

18. Terms and conditions of rental, maintenance and repair (if applicable): N/A

19. Term and conditions of repair parts indicating date of parts price lists and any discounts from lists prices (if applicable): N/A

20. Terms and conditions for any other services (if applicable): N/A

21. List of service and distributions points (if applicable): N/A

22. List of participating dealers (if applicable): N/A

23. Preventive maintenance (if applicable): N/A

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 compliance: N/A

25. Data Universal Number System (DUNS) number: 138118182

26. Notification regarding registration in SAM database: CAGE Code 37KX1
About Sheila Lee & Associates, LLC

We align individual performance with core mission and goals, increase capacity around processes, programs, products and services, and create a culture of efficacy with results oriented leaders who want to change behavior around communication, collaboration and critical thinking. While increasing organizational capacity, by building learning communities everywhere, we work with leaders at all levels in international organizations to improve knowledge, skills and attitudes.

Labor Categories

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>GSA Price</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>611430; 611512</td>
<td>Sr. Instructional System Designer</td>
<td>$122.17</td>
<td>hour</td>
</tr>
<tr>
<td>611430; 611512</td>
<td>Sr. Graphics Designer</td>
<td>$122.17</td>
<td>hour</td>
</tr>
<tr>
<td>611430; 611512</td>
<td>Learning Management System Developer</td>
<td>$219.90</td>
<td>hour</td>
</tr>
<tr>
<td>611430; 611512</td>
<td>Sr. Project Manager</td>
<td>$219.90</td>
<td>hour</td>
</tr>
<tr>
<td>611430; 611512</td>
<td>Trainer/Facilitator - (Subject Matter Expert)</td>
<td>$366.50</td>
<td>hour</td>
</tr>
<tr>
<td>611430; 611512</td>
<td>Sr. Quality Assurance Specialist</td>
<td>$219.90</td>
<td>hour</td>
</tr>
</tbody>
</table>

Labor Category Descriptions

Sr. Instructional System Designer (ISD)

**Functional Responsibilities:**

Conducts research analysis, with input of Subject Matter Experts, about organizational issues to identify the appropriate learning objectives for a customer driven approach to increasing effectiveness while achieving individual effectiveness related to the missions critical goals. Adult learners will be challenged in an experiential learning environment that will include the use of classroom instruction, web based training, distance and self directed learning programs that include instructor and participant guides, scripts, story boards and case studies and the use of all media elements.

**Minimum/Educational Experience:**

M.A./M.E. in Adult Learning Theory or 10+ years of experience designing experiential learning activities with competency based initiatives for diverse audiences (up to the senior Staff Level) that include knowledge and performance management foci.

Sr. Graphics Designer

**Functional Responsibilities:**

Ability to use a variety of electronic media tools to create appropriate size and scale images for Instructional System Design drafts revisions and final reports for multimedia and print content for Instructors and Participants. Graphics designs will be used to reinforce content and will compliment the narrative text provided for the learner.

**Minimum/Educational Experience:**

M.F.A./B.S. in Computer Science, Graphics Design + 3 years experience or a high school diploma + 5 years of experience.
Learning Management System Developer

**Functional Responsibilities:**
Work requires the independent development of a system for tracking schedules, enrollment. Uses Information Technology Systems to create an on-line portal for tracking program participation from the registration, pre, post course benchmarks, course prerequisites and final evaluation. Accessibility for each client’s restricted access for viewing and documentation purposes will be created.

**Minimum/Educational Experience:**
M.F.A./B.S in Computer Science, Graphics Design + 3 years experience or a high school diploma + 5 years of experience.

Sr. Project Manager

**Functional Responsibilities:**
Interface regularly with clients for the purpose of creating complex project plans that will allow for the ongoing monitoring and updating of instructional systems designs and related tools. Must have a diverse knowledge base and be capable of preparing extensive and complex data analysis. Oversees data collection, technical reviews, and ensures quality of product. Responsible to stakeholders and must serves as the Contract Technical Representative at meetings and conferences having full technical responsibility for developing, interpreting and executing deliverables.

**Minimum/Educational Experience:**
Masters Degree in Human Resource Management or Organizational Development, Certified Professional Program Manager or a relevant Bachelor’s Degree and 4+ years of experience.

Trainer/Facilitator - (Subject Matter Expert)

**Functional Responsibilities:**
Deliver adult learning methodology to achieve prescribed learning objectives through the use of classroom instruction, web based training, distance and self directed learning programs that include instructor and participant guides, scripts, story boards and case studies and the use of all media elements. Must be prepared to adjust curriculum as necessary based on needs of learners while achieving the stated outcome.

**Minimum/Educational Experience:**
M.A./M.E in Adult Learning Theory or 10+ years of experience delivering experiential learning activities with (up to the senior Staff Level) Demonstrated skill in effective instructional techniques.

Sr. Quality Assurance Specialist

**Functional Responsibilities:**
Monitors all program activities to ensure all aspects and deliverables are achieved in a timely fashion. Apply knowledge of IT management principles, data processing functions and business management objectives to prepare regular reports that describe the efficiency and effectiveness of tools and application used and to provide routine recommendations regarding opportunities for improvement.

**Minimum/Educational Experience:**
B.S and 3 + years experience evaluating adult learning programs.
Course Pricing

<table>
<thead>
<tr>
<th>SIN</th>
<th>Course Title</th>
<th>Course Length</th>
<th>Minimum Participants</th>
<th>Maximum Participants</th>
<th>GSA Price</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>611430</td>
<td>Successful Supervisory skills</td>
<td>4 hours</td>
<td>10</td>
<td>25</td>
<td>$3,230.08</td>
<td>per course</td>
</tr>
<tr>
<td>611430</td>
<td>Leadership Coaching</td>
<td>4 hours</td>
<td>10</td>
<td>25</td>
<td>$3,230.08</td>
<td>per course</td>
</tr>
<tr>
<td>611430</td>
<td>Train-the-Trainer Program</td>
<td>16 hours</td>
<td>10</td>
<td>25</td>
<td>$3,616.12</td>
<td>per course</td>
</tr>
<tr>
<td>611430</td>
<td>Public Speaking and Briefing Skills</td>
<td>6.5 hours</td>
<td>10</td>
<td>25</td>
<td>$1,759.19</td>
<td>per course</td>
</tr>
<tr>
<td>611430</td>
<td>Management Diversity and Sensitivity</td>
<td>6.5 hours</td>
<td>10</td>
<td>25</td>
<td>$2,638.79</td>
<td>per course</td>
</tr>
<tr>
<td>611430</td>
<td>Leadership 101: From Staff Member to Lead</td>
<td>6.5 hours</td>
<td>10</td>
<td>25</td>
<td>$2,052.39</td>
<td>per course</td>
</tr>
<tr>
<td>611430</td>
<td>Art of Skillful Listening</td>
<td>6.5 hours</td>
<td>10</td>
<td>25</td>
<td>$2,052.39</td>
<td>per course</td>
</tr>
<tr>
<td>611430</td>
<td>Teambuilding</td>
<td>13 hours</td>
<td>10</td>
<td>25</td>
<td>$3,420.65</td>
<td>per course</td>
</tr>
<tr>
<td>611430</td>
<td>Strategic Coaching</td>
<td>6 hours</td>
<td>10</td>
<td>25</td>
<td>$2,150.13</td>
<td>per course</td>
</tr>
<tr>
<td>611430</td>
<td>Human Resources Leadership</td>
<td>40 hours</td>
<td>10</td>
<td>25</td>
<td>$38,965.17</td>
<td>per course</td>
</tr>
</tbody>
</table>

Course Descriptions

**Title: Successful Supervisory skills**

The biggest transition that people make in their career, and often the most difficult, is going from being led to leading. This class introduces classic management theories and their practical application in the workplace.

Leaders need to be forward thinkers and innovators in their pursuit of success. They should be expected to take responsibility for their jobs and anticipate that they will be held accountable for their performance and their staff. Core competencies include flexibility and adaptability, creative thinking, problem solving, and maintaining a high level of expertise.

A successful manager must develop the perspective of a leader to understand the organizational culture, and be able to effectively communicate it to their staff in the form of strategically aligned goals. Insurance that work is completed in an efficient and effective manner is the result. This requires the capability to organize, plan, lead, and control within the contest of finite human capital and material resources.

Performance must be executed with competency, effectiveness, and responsiveness to staff, peers, and senior management. Investing in solid supervisory training is essential to retain the most talented managers.

**Learning Objectives:**

✓ Adopt the broader perspective and consciousness of a manager.
✓ Use tools to breakdown projects and make assignments based on appropriate skill sets of staff and resources.
✓ Develop team-building skills needed for the group to stay on course.
✓ Create an environment of open communication where staff is encouraged to share opinions, values, and beliefs.
Title: Leadership Coaching
This four phase process will include The Coaching Set Up (Phase I); Pre Coaching Clarification and Agreements, Intro meeting with Coach and Client, Approach setting meeting with Individual, Manager and HR Representative (if appropriate), Data Gathering, Feedback and Planning (Phase II) Assessment; using MBTI, 360 Feedback Evaluations and Disc Classic Personal Profile System, Interviews (360 Feedback), Analysis of Data, Feedback given to individual, and setting goals, Coaching Sessions (Phase III); Ten (10) to twelve (12) coaching sessions (one every three –four weeks) based on established development goals, utilizing a variety of methods such as relationship analysis, discussion, role play, on the job observation, problem solving, etc. and Reinforcement Action Planning; Assessment of individual’s progress through interview, Conduct review meeting with individual, manager and HR Representative if appropriate, follow up meeting (2 months later)

Title: Train-the-Trainer Program
This two (2) day course is designed for seasoned trainers/facilitators and is intended to refresh the basic principle of adult learning principles and presentation tips. Participants will be given an opportunity to experience the key learning objectives and activities of each component of the training program. Contents of the training program will include an introduction to the course, instructor preparation, classroom management and fielding questions, engaging the audience and effective facilitation. The objectives for this program are:

- How to prepare for the delivery of materials.
- How to observe audience signals.
- Keeping the audience engaged.
- How to limit distractions and manage challenging participants.
- Techniques for fielding and asking questions.
- Gaining Program support.

Title: Public Speaking and Briefing Skills
This course is designed for seasoned a group of 25 trainers/facilitators and is intended to refresh the basic principle of adult learning principles and presentation tips. Participants will be given an opportunity to experience the key learning objectives and activities of each component of the training program.

Training Contents:
- Instructor preparation
  - Four benefits of training
  - Trainer qualities
  - Key Components of Training
- Classroom management and fielding questions
  - Five principles of learning
  - Five ways adults learn
  - Three Learning Styles
- Engaging the audience
  - Identifying In/formal training needs
  - Structured Activities/demonstrations
- Effective facilitation.
  - Using Support Materials
  - Questioning Techniques
  - Challenging Personality Types
Learning objectives will include:
- How to prepare for the delivery of materials
- How to observe audience signals
- Keeping the audience engaged
- How to limit distraction and manage challenging participants
- Techniques for fielding and asking questions
- Gaining Program support.

Title: Management Diversity and Sensitivity
This two (2) day course is designed to blend values and an appreciation of differences amongst a diverse group. It provides a non-threatening way for team members to reflect on and share their backgrounds and preferences. It will open lines of communication and break down barriers among individuals who thought they had nothing in common. This is a skill building session that underlines (1) people must have a common purpose or objective as a team in order to coordinate their actions continuously, and (2) to affirm that all members are caring, respected individuals who matter and make contributions to others. Participants will be able to:
- Reaffirm their commitment to a shared vision of work.
- Appreciate and respect the individuals on the team and their collective role.
- Develop agreements about how team members will work together.
- Increase the awareness and understanding of the team’s work in achieving its mission.

Title: Leadership 101: From Staff Member to Lead
Are leaders born or made? This class will explore this question and offer a practical theory of situational leadership that can be effectively applied in any organization. There will be opportunities to explore the use of power and the ability to lead others in the accomplishment of organizational goals while building a positive and productive work culture. The effectiveness of organizations begins with its’ leaders having a clear understanding of the goals and objectives. They must have the ability to use knowledge, methods, and techniques to perform specific tasks whether or not it is their direct responsibility. They must use sound judgment in working with people, including an understanding of motivation and the application of effective leadership. Finally, they must have the ability to understand the complexities of the organization and where people fit to ensure they are acting in accordance with the organization’s mission, values, and goals.

Strong leaders bring a wealth of life experience with them to manage relationships effectively and possess the skill sets to achieve goals. Including but not limited to authentic decision making, the ability to pick up on non-verbal cues, listening to what is being said as well as what is not, and providing clear and direct performance feedback.

Learning Objectives:
- ✓ Analyze a situation and choose an appropriate leadership style.
- ✓ Use task and maintenance leadership actions.
- ✓ Serve as a role model to develop team spirit and leadership behaviors in their sphere of influence.
- ✓ Trust their own ability to effectively influence and inspire employees to accomplish organizational goals.
- ✓ Distinguish between personal and positional power, and the appropriate use of each to best motivate and lead employees.
Title: Art of Skillful Listening

The ability to effectively communicate with all people in an organization is a fundamental skill that all leaders must learn to master. This class is designed to teach state of the art dynamic communication skills. Effective communication is knowing about what, when, and to whom information is shared. It is also an assessment of sensitivity to the manner in which the receiver will optimally understand the message. Information is best understood when there is mutual consent by the receiver rather than compliance based on strict authority. If there are inconsistencies in the message’s presentation or application, receivers may distrust the sender’s intent. Whenever possible, there should be clarity while giving an opportunity for discussion, and compromise to reach mutual understanding.

Learning Objectives:
- Effectively communicate.
- Actively listen.
- Take responsibility for the communication process.
- Conceptualize what to do to improve the communication process and apply it.

Title: Teambuilding

This two (2) day session is designed as an opportunity for team members to build healthier and stronger relationships with one another, to affirm their collective purpose, and to plan steps to improve team effectiveness. This seminar is also intended to raise participant’s awareness of two critical characteristics of a highly effective team which are: (1) coordinated actions, and (2) agreement that each member of the team is a respected individual who adds value to the whole. Participants will be able to:
- Reaffirm commitment to a shared vision of the team’s work.
- Appreciate and respect the individuals on the team and their collective role.
- Develop agreements about how team members will conduct themselves in working with others.
- Increase the awareness and understanding of the teams work in achieving its mission.

Title: Strategic Coaching

Title: Human Resources Leadership

This five (5) day seminar will provide a review of supervisory responsibilities and authorities with regard to the merit system principles, classification, recruitment/selection, performance management, and awards. Significant time will be spent advising senior supervisors how to deal with human resource issues in these areas. Participants will be able to:
- Identify authorities and responsibilities in the areas of classification staffing, performance management, and awards.
- Develop solutions to HR problems or issues.
- Provide support to subordinate supervisors in dealing with their employees.