General Services Administration
Federal Supply Service
Authorized Federal Supply Schedule Price List

The George Washington University
Center for Excellence in Public Leadership
805 21st St. NW STE 301
Washington, DC 20052
(202) 994-5307 (phone)
(202) 994-5389 (fax)
www.gwu.edu

Multiple Award Schedule (MAS)
Federal Supply Group: Professional Services

Contract Number: 47QREA22D000Y
Contract Period: June 1, 2022 – May 31, 2027
Pricelist current through Modification: AWARD
Business Size: Large Business

Contract Administration Source: Wennie Cinzano
Email: wcinzano@sharpmindsinc.com

Online 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 for GSA Advantage® is: GSAAdvantage.gov. For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
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Customized Training and Course Development
THE GEORGE WASHINGTON UNIVERSITY
CENTER FOR EXCELLENCE IN PUBLIC LEADERSHIP

The George Washington University through its Center for Excellence in Public Leadership (CEPL), has been serving public sector managers and executives for more than 20 years. This longevity speaks to our proven track record in public management and leadership. CEPL is constantly exploring ways to improve its current programs, as well as add new and exciting course offerings, such as the Executive Communication Workshop. CEPL participants benefit from their program being run under the auspices of the GW School of Public Policy and Public Administration. GW's Master of Public Administration degree is consistently ranked among the top 15 such programs in the United States.

The curriculum of the Senior Executive Development Program, our traditional CEPL program, is shaped by the Office of Personnel Management's (OPM) latest Executive Core Qualifications (ECQs) for Senior Executive Service (SES) candidates. We balance theory and practice to help you develop a leadership philosophy that reflects the real-world challenges of today's federal executive. CEPL faculty highlight leading-edge, public and private sector best practices as well as key issues in public management. You will be encouraged to systematically develop the skills, abilities, knowledge, and personal qualities vital to effective executive leadership.

In addition to our open enrollment Senior Executive Development Program, CEPL works with federal agencies to develop customized programs that address specific leadership and management needs and concerns. We’d be delighted to explore with you a customized option for your development program.
CUSTOMER INFORMATION

1a. Special Item Numbers:

611430: Professional and Management Development Training
OLM: Order-Level Materials

1b. Lowest priced model and lowest unit prices: Prices shown in pricelist are net.

1c. Labor Category Descriptions: See pages 6 - 11

2. Maximum Order: $1,000,000

3. Minimum Order: $100


5. Points of Production: Washington, DC

6. Statement on Net Price: Prices shown in pricelist are net. All rates are inclusive of the Industrial Funding Fee (IFF) charge of .75%.

7. Discounts:
   Quantity Discount: Agencies or ordering activities that register five or more participants receive a 10% Discount for all participants.

   Other Discount: GWU will negotiate other discounts with an ordering activity and or agency when orders exceed the Maximum Order Limitation (MOL) identified in paragraph 2 above. The MOL is $1,000,000.

8. Prompt Payment Terms: 0.50% - 10 Days (HALF of 1 percent: 0.50% if paying within 10 days). Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. Foreign Items: N/A

10a. Time of Delivery: 30 days ARO or to be negotiated with the ordering activity.

10b. Expedited Delivery: To be negotiated with the ordering activity.

10c. Overnight and Two-day Delivery: To be negotiated with the ordering activity.

10d. Urgent Requirements: To be negotiated with the ordering activity.

11. F.O.B Points: Destination
12a. **Ordering Address:**

Mr. Jim Robinson  
The George Washington University  
Center for Excellence in Public Leadership  
805 21st St. NW STE 301  
Washington, DC 20052  
(202) 994-5307 (phone)  
(202) 994-5389 (fax)  
Email: jarob@gwu.edu

12b. **Ordering Procedures:**  
For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) is found in Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment Address:**  
The George Washington Univeristy  
Center for Excellence in Public Leadership  
Attn: Mr. James L. Robinson  
805 21st St. NW STE 301  
Washington, DC 20052

14. **Warranty Provision:** N/A

15. **Export Packing Charges:** N/A

16. **Terms and conditions of Government rental, maintenance, and repair:** N/A

17. **Terms and conditions of installation:** N/A

18a. **Terms and conditions of repair parts indicating date of parts price lists and any discount from list prices:** N/A

18b. **Terms and conditions for any other services:** N/A

19. **List of service and distribution points:** N/A

20. **List of participating dealers:** N/A

21. **Preventive Maintenance:** N/A

22a. **Environmental Attributes:** N/A

22b. **Section 508 Compliance:** Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. The EIT standards
can be found at: www.Section508.gov/. Information on George Washington University’s Section 508 compliance can be found at www.gwu.edu.

23. **Unique Entity Identifier (UEI) number:** Y3J2CXGCMXZ8

24. **Notification regarding registration in SAM database:** The George Washington University and the Center for Excellence in Public Leadership are registered in the System for Award Management (SAM) database.
PRICES AND OFFERING
SIN 611430

STANDARDIZED LEADERSHIP COURSES

I. Senior Leader Program, Classroom $ 6,597.22 Per Participant

Who should attend
Senior managers in the federal government (GS-14 through SES level) and comparable level military, state and local officials.

Format and Schedule
This course is offered as a five-week program. Participants meet twice a week for five consecutive weeks. Classes convene for eight hours each day from 8:30 AM to 5:30 PM for a total of 80 hours of class time.

Location
All programs are held in Washington, D.C. on the campus of The George Washington University (GW/Foggy Bottom Metro Stop on the Orange and Blue lines).

Description
The program addresses the latest and best in management theory and practice, fosters creative thinking and problem solving skills in a learning environment geared to public offices and government organizations. Course combines lectures, discussions with faculty and fellow participants, group presentations, case studies and other solution-oriented exercises. Course objectives are to develop/improve leadership competencies in the areas of leading change, leading people, driving results, business acumen and building coalitions through communication.

II. Senior Leader Program, Residential $ 8,369.56 Per Participant

Who should attend
Senior managers in the federal government (GS-14 through SES level) and comparable level military, state and local officials.

Format and Schedule
This course is offered as a two-week program. Participants meet daily for two consecutive weeks. Classes convene for eight hours each day from 8:30 AM to 5:30 PM for a total of 80 hours of class time.

Location
Course is held at a GWU Executive Conference Center in the Washington Area.

Description
The program addresses the latest and best in management theory and practice, fosters creative thinking and problem solving skills in a learning environment geared to public offices and government organizations. Course combines lectures, discussions with faculty and fellow participants, group presentations, case studies and other solution-oriented exercises. Course objectives are to develop/improve leadership competencies in the areas of leading change, leading people, driving results, business acumen and building coalitions through communication.

### III. Senior Leader Program, Intensive

#### $8,927.46 Per Participant

**Who should attend**
Senior managers in the federal government (GS-14 through SES level) and comparable level military, state and local officials.

**Format and Schedule**
This course is offered as a two-week, intensive program. Participants meet daily for two consecutive weeks, beginning on Monday of the first week and concluding on Friday of the second week. Classes generally meet from 8:30am – 4:30pm, with some evening sessions and a field trip on the middle Saturday. Total number of hours is a minimum of 80.

**Location**
Course is held at a GWU Executive Conference Center in the Washington Area.

**Description**
The program addresses the U.S. Office of Personnel Management’s Executive Core Qualifications in an inter-agency environment for a minimum of 80 hours, presenting up-to-date research and practices in effective leadership and management for public sector organizations. Program modules combine academic theory with practical application to participants’ own work settings, utilizing experiential learning activities such as historical site visits, as well as lectures on key leadership and management topics, discussions with fellow participants from different public agencies, problem solving activities, and case studies. In addition, participants take several self-assessments to identify areas for personal and organizational leadership development. The historical site visits provide “Leadership Lessons from History.”

### IV. Advanced Leadership Workshop

#### $2,953.98 Per Participant

**Who should attend**
The workshop is designed for GS-13s and higher. It is recommended for those that have previously participated in a leadership development experience. This workshop will be a great follow-on learning experience for graduates of The Senior Executive Development program.

**Format and Schedule**
The workshop takes place during three highly interactive days at an all-inclusive retreat location.

**Description**
This program is a personalized workshop designed to develop your individual leadership
capabilities. Through individualized and peer coaching sessions, round table discussions, case studies, and an innovative leadership practicum, you will strengthen your ability to be an effective leader in an increasingly complex world.

Grounded in current leadership theory and practice, the sessions invite you to re-evaluate your current understanding of leadership theory and practice, and provide a safe environment to identify, strengthen, and improve your leadership competencies. In addition, you will have the opportunity to expand your own personal leadership philosophy.

Each workshop is tailored to the specific needs of the participants through a 360-degree leadership competency assessment tool completed prior to the workshop. A feedback session on the assessment will kick off the program and then you will move into a leadership practicum that enables the group to engage with the key leadership issues you each confront. The workshop will conclude with an Individual Development Plan and the establishment of a two-month personalized coaching schedule that will continue to support you in your development goals. The Executive Leadership Workshop will enable you to wrestle with and find answers to the questions of how you, personally, will lead public sector organizations in the future.

V. Executive Communications Workshop Intensive $2,953.49 Per Participant

**Description**
This intensive three-day workshop will help you increase your effectiveness in written and oral communication. It begins with an understanding of how memory works and hence how people communicate with each other, then moves to conceiving every communication experience as a total event, in which the power of nonverbals overshadows the verbal impact. To get the greatest impact, participants work on engaging all seven “intelligences” as sender to stimulate all the intelligences of the receiver. Through exercises and video taped simulations, the workshop addresses major communication tasks: writing, presenting testimony, briefing, and handling the press. Participants will have an opportunity to practice techniques in the informal and congenial atmosphere essential to such learning and to address individual needs.

**Length of Course**
3 Days

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**SUCCESSION MANAGEMENT COURSES**

I. Emerging Leaders Workshop $1,808.06 Per Participant

**Who should attend**
The program is targeted to non-supervisory personnel who are potential candidates for leadership positions.

**Description**
Course objectives are introduction of leadership philosophy, competencies, and management expectations in government organizations, to strengthen participants’ leadership potential. Course combines lectures, discussions with faculty and fellow participants, group presentations,
case studies and other solution-oriented exercises. Students will be able to self-assess their leadership potential and apply this knowledge to their career path.

**Length of course**
2 days

### TAILORED ORGANIZATION SIMULATIONS

#### I. Change Management Simulation

In this simulation, participants work together to create and manage a major organizational change effort. Grounded in John Kotter’s *8 Stages of Change* and William Bridges’ *Managing Transitions*, participants seek to balance the competing needs of people and systems within the organizational setting, while focusing on providing excellent customer service and achieving the organization’s mission in and through the change process.

**$7,679.86 Per Simulation**

#### II. Organization Performance Simulation

This simulation requires participants to work together to complete a project on time and on budget, while dealing with competing customer requirements. Participants are assigned a role from among the ranks of management, customers, financial accountability, and workers. How they manage their time, their money, their work, information about the product, and customer satisfaction provides the experiential learning component that is related back to their real-world work environment through a series of debriefs, both during and after the actual simulation. Regardless of the agency or work discipline of the participants, the simulation provides much food for thought on how to improve communication, work processes, and information sharing in order to achieve improved performance in the work environment.

**$5,907.96 Per Simulation**

#### III. Strategic Management Simulation

The Strategic Management Simulation is an intensive three-day exercise in agency management and intergovernmental leadership. Designed for 25-30 participants, the simulation requires individuals and small teams to integrate and apply a broad range of quantitative and qualitative skills (financial management and budgeting, strategic and project/program planning, small group dynamics and organization behavior) under conditions of uncertainty, urgency, and complexity. The simulation scenario revolves around the competing policy and programmatic interests of various institutional actors as they attempt to cover a substantial shortfall in an agency’s budget. The simulation culminates in a mock congressional hearing in which participants present a consensus proposal to reconcile those interests, as they are manifested in the various budget priorities and options developed by the participants.

**$20,480.93 Per Simulation**

**Notes:** *Simulations are delivered at client location and include all materials.*

- Simulations are limited to 25-30 students.
- Simulations may be customized for an additional fee.
CERTIFICATION COURSES

I. Enterprise Risk Management Certificate (5 Day)  $6,303.78 Per Participant

Description

The 5-day Enterprise Risk Management Certificate Program at the George Washington University's Center for Excellence in Public Leadership is designed to provide participants with the fundamental concepts, tools and techniques of ERM in the context of organizational change. The program will not only help the participants develop their knowledge of the ERM process and procedures, but also enable them to apply the coursework to a practical application relevant to their organization.

Length of Course

5 days

ASSESSMENTS

I. Assessment, Preference Based Indicators  $195.47 Per Participant

Description

Participants will develop an increased understanding of their leadership style preferences and their implications for effective communication, interpersonal interaction, and decision-making. Participants will review the results of their assessments and analyze the implications for their effectiveness in interacting with others.

Assessments: Hermann Brain Dominance Indicators & Emotional Intelligence

For: Emerging Leaders, Mid-level Managers

II. Assessment, Senior  $390.93 Per Participant

Description

Participants will receive a snapshot of their leadership strengths and challenges. The assessment will measure key leadership competencies, assess belief system and assumptions, and point to stages of development. It organizes results to provide a comprehensive metric for tracking leadership development and cultural change, and facilitates ongoing performance management.

Assessments: 360 Assessment

For: Supervisors and Mid Level Managers
<table>
<thead>
<tr>
<th>Role</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Subject Matter Expert</td>
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<tr>
<td>Subject Matter Expert</td>
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<tr>
<td>Faculty Instructor</td>
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<td>Faculty Instructor</td>
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<td>Faculty Director</td>
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<td>Research Assistant</td>
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<tr>
<td>Executive Leadership Coach</td>
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<tr>
<td>Program Manager</td>
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<td>Program Management Assistant</td>
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<tr>
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<td>Supplies and Materials</td>
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<tr>
<td>Course Guides</td>
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