



**GENERAL SERVICES ADMINISTRATION
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 an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address for GSA Advantage! is www.gsaadvantage.gov.

MOBIS

**SIN 874-4 Instructor-led Training
SIN 874-1 Coaching/Consulting**

Contract Number: **GS-02F-0100T**

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

Period Covered by Contract: **5/15/2012 to 5/14/2017**



CREATIVE CONCEPTS INTERNATIONAL

108 Eagle Glen Drive
Woodstock, GA 30189

Phone Number: 770-926-1395

Fax Number: 770-926-1806

Internet: www.geneswindell.com **Email:** gene@geneswindell.com

Business Size: Small

CUSTOMER INFORMATION:

1a. AWARDED SPECIAL ITEM NUMBER(S): 874-1, Coaching/Counseling; 874-4 Instructor-Led Training

1b. LOWEST PRICED UNIT NUMBER FOR EACH AWARDED SPECIAL ITEM NUMBER(S): N/A

1c. SERVICES – HOURLY RATES, JOB TITLES, EXPERIENCE, FUNCTIONAL RESPONSIBILITY & EDUCATION: N/A

2. MAXIMUM ORDER: \$1,000,000

3. MINIMUM ORDER: \$100.00

4. GEOGRAPHIC COVERAGE: CONUS, Hawaii, Alaska and Puerto Rico

5. POINT OF PRODUCTION: Woodstock, (Cherokee County) Georgia

6. BASIC DISCOUNT: The government receives a 25% discount off CCI's Commercial price list.

7. VOLUME DISCOUNT: None

8. PROMPT PAYMENT TERMS: Net 30 days

9 a. GOVERNMENT PURCHASE CARDS ARE ACCEPTED: Yes

9b. NOTIFICATION WHETHER GOVERNMENT PURCHASE CARDS ARE ACCEPTED OR NOT ACCEPTED ABOVE THE MICROPURCHASE THRESHOLD: NO

10. FOREIGN ITEMS: N/A

11a. TIME OF DELIVERY: 14 days

11b. EXPEDITED DELIVERY: Depending upon availability of instructor and travel arrangements.

11c. **OVERNIGHT/2-DAY DELIVERY:** N/A

11d. **URGENT REQUIREMENTS:** Depending upon availability of instructor and travel arrangements.

12. **FOB POINT:** Destination

13 a **ORDERING ADDRESS:** Creative Concepts International, Inc.
108 Eagle Glen Drive
Woodstock, GA 30189
Phone: 770-926-1395 / FAX 770-926-1806
Email: gene@geneswindell.com

13 b. **ORDERING PROCEDURES:** Orders accepted under Federal Acquisition Regulation (FAR) 8.405

14 **PAYMENT ADDRESS:** Same as ordering address

15. **WARRANTY PROVISIONS:** N/A

16. **EXPORT PACKING CHARGES, IF APPLICABLE:** N/A

17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** N/A

18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR:** N/A

19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A

20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF APPLICABLE).** N/A

20 a **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A

21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE).** N/A

22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A

23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A

24 a. ENVIRONMENTAL ATTRIBUTES, E.G., RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS: N/A

24 b SECTION 508 COMPLIANCE ON ELECTRONIC AND INFORMATION TECHNOLOGY: N/A

25. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER: 186962668

26. Notification regarding registration in the System for Award Management (SAM) database. Registered



Creative Concepts International, Inc. founded in 1979, has built a well-respected reputation of delivering **highly-effective** training programs, both off-the-shelf and customized, to government agencies at federal, state and local levels.

GSA Instructor-led Training Price List (Effective 5/13/12)

Features:

- Established company delivering results-oriented training since 1979.
- Telephone assessment and discussion with instructor prior to training program.
- Professional instructors with experience in training government employees.
- Proven course materials with real-life case studies, role plays and discussions.
- Certificate of Achievement issued to each participant completing course.
- Post-training session report of participant's evaluations and comments.

SIN	Labor Category	Unit of Time	Commercial Rate	Government Rate	GSA Discount
874-4	Instructor-led Training	½ Day	\$1,750	\$1,313	25%
874-4	Instructor-led Training	1 Day	\$ 3,500	\$2,625	25%
874-4	Instructor-led Training	2 Days*	\$6,600	\$4,950	25%
874-4	Instructor-led Training	3 days*	\$9,900	\$7,425	25%
874-4	Instructor-led Training	4 days*	\$13,200	\$9,900	25%
874-4	Instructor-led Training	5 days*	\$16,500	\$12,315	25%
874-1	Coaching/Consulting	Hourly	\$250 per hr	\$187.50 per hr	25%

*Consecutive days. Limit 30 per class.

Training Programs

Leadership

The Aspiring Leader	1 day	\$2,625
Leadership for Mastering Change	2 days	\$4,950
Motivational Leadership	2 days	\$4,950
Transformational Leadership	3 days	\$7,425
Dealing with Negativity	1 day	\$2,625
Empowering Employees	2 days	\$4,950

Team Building

Team Dynamics	3 days	\$7,425
9 Traits of High Performance Teams	2 days	\$4,950
How to be an Effective Team Member	3 days	\$7,425
Team Leadership	1 day	\$2,625

Management

Coaching for Improved Performance	2 days	\$4,950
Habits of Effective Managers	2 days	\$4,950
Dealing with Change	2 days	\$4,950
Decision-Making and Problem Solving	2 days	\$4,950
How to Prepare and Deliver		
Performance Reviews	1 day	\$2,625
Project Management	3 days	\$7,425
Strategic Planning	4 days	\$9,900
Critical and Analytical Thinking	2 days	\$4,950

Supervision

Survival Skills for Supervisors/Team Leaders	2 days	\$4,950
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Communication

Effective Communication	2 days	\$4,950
The Art of Active Listening	1 day	\$2,625
Executive Communication	1 day	\$2,625
Presentation Skills	2 days	\$4,950
Business Writing I	1 day	\$2,625
Business Writing II	1 day	\$2,625
Technical Writing	1 day	\$2,625

Work Relationships

Building Better Relationships (Behavior Styles)	2 days	\$4,950
Emotional Intelligence	2 days	\$4,950
Resolving Conflicts	1 day	\$2,625
Coping with Anger	1 day	\$2,625
Dealing with Difficult People	1 day	\$2,625

Customer Service

Delivering Quality Customer Service	1 day	\$2,625
Managing Your Customer Service	1 day	\$2,625
Professional Telephone Skills	1 day	\$2,625

Sales

Sales Skills 101	1 day	\$2,625
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Other Topics

Time Management	1 day	\$2,625
Stress Management	1 day	\$2,625
Setting and Achieving Goals	1 day	\$2,625
Negotiating Skills	1 day	\$2,625

Description of Sample Courses

Leadership

THE ASPIRING LEADER – 1-day course \$2,625

Today's leaders must create a workplace environment that encourages teamwork, high morale, and individual responsibility. Class attendees will learn important skills to function as an effective leader including how to delegate tasks; communicate effectively; how to lead and develop individual employees as well as teams, and the critical traits of leadership,

- Distinguishing between management and leadership
- Ten important factors of leadership
- Using different leadership styles
- Building solid work relationships
- Breaking down the barriers of communication

LEADERSHIP FOR MASTERING CHANGE – 2-day course \$4,950

The old management trails that once led to results have become short, dead-end paths in the wilderness of change today. New skills are needed to transform from the role of manager or supervisor to leader; to deal with a different kind of workforce, and implement rapid-fire change. People don't want to be managed—they want to be led as they struggle with increasing demands of doing more with less. This is a fast-paced, highly-interactive course offers all the tools to master change.

- Six dimensions of effective leadership
- Keys to gaining support in an ever-changing environment
- Using a practical five-step leadership continuum
- How to build a high-performance team that embraces change
- Sensible system to analyze your team's strengths and struggles
- Results-oriented motivation—not manipulation

MOTIVATIONAL LEADERSHIP – 2-day course \$4,950

In this highly-interactive workshop, the ten principles of motivational leadership are introduced in a fast-paced format that will provide new insights in how to approach your job with a new perspective.

- Overcoming the five myths of leadership
- Assessment of six vital leadership tasks
- Three keys to evaluating people for a task
- Focusing your time and energy on evaluating and coaching
- The importance of bringing your team's vision alive

TRANSFORMATIONAL LEADERSHIP – 3 day course \$7,425

This workshop is an advanced course designed to move managers, supervisors and team leaders to a new level of leadership. Participants will learn the principles of contingency and situational leadership, ethics and social responsibilities, and how to encourage creativity and innovation.

- How to advance power and politics
- New motivation and mentoring skills
- Strategic leadership and knowledge management
- Understanding contingency leadership
- Developing self-managed teamwork

DEALING WITH NEGATIVITY—1 day course \$2,625

This course covers the causes and cures for negativity in the workplace. Participants will learn how to identify problems and eliminate them; how to deal with the most difficult situations; how to confront negativity on a mass scale; and how to gain support of even the most negative person on staff.

- Understanding negativity – what is it?
- Confronting the negative employee
- How to handle negativity on many fronts
- Gaining cooperation and support
- What to do – and not do – to crush negativity

Team Building

TEAM DYNAMICS – 3-day course \$7,425

All the basic elements of team building are covered in this highly-interactive three-day course. Participants will learn the five vital components of a team; characteristics that make a tremendous difference in team effectiveness; how to create a unique team charter, and the five dysfunctions of a team.

- Specific questions to consider in organizing a team)
- Creating a Team Charter: *Mission Statement, Values, Norms, Goals*
- Team Relationships: *Blending Behavioral Styles, Identifying the Styles,*
- Communication / Nonverbal / Active Listening
- Why communication breakdowns occur
- Setting expectations for team members to assure accountability

9 TRAITS OF HIGH PERFORMANCE TEAMS – 2 day course \$4,950

This course is a tune-up for teams that have stagnated or lost their purpose. Participants will learn how to reignite the team mission and reenergize team members for greater productivity, harmony and responsibility.

- Defining a “high performance” work team
- Ranking your work group on the nine traits scale
- Establishing a shared management/employee purpose
- Creating operational values for a solid team charter
- Clarifying roles and practices for greater efficiency

HOW TO BE AN EFFECTIVE TEAM MEMBER – 3 day course \$7,425

Regardless of the type of team, this course will equip team members to function at a higher level. This is a highly-interactive training program.

- 3 Ps of a successful team
- Practical steps to improve teamwork
- Dealing with cultural and generational differences
- Working through conflict and confrontation
- Problem solving techniques

TEAM LEADERSHIP – 1 day course \$2,625

Many teams fail due to lack of effective leadership. This course deals with leadership styles to use in the four stages of team growth; how to deal with conflicts; keeping the team focused on its mission, and how to conduct team meetings.

- Learning to guide the team through the early stages
- How to avoid disintegration of a team
- Maintaining focus on the team mission
- When to implement participative leadership
- Team motivation and rewards

Management

COACHING FOR IMPROVED PERFORMANCE—2 day course \$4,950

This highly interactive course focuses on a wide range of topics including ways to overcome challenges that inhibit your coaching efforts; assessment of leadership skills and ways to strengthen coaching skills; develop effective communication skills; how to implement goals into coaching practices, and how to conduct one-on-one coaching and counseling sessions.

Topics include:

- Bridging generational gaps
- Negotiating Win/Win solutions
- Coaching and Counseling Challenges
- How and when to counsel and coach
- Step-by-step process for coaching session

7 HABITS OF EFFECTIVE MANAGERS – 2 day course

\$4,950

This introspective two-day course is based on strategies for leadership success and keyed to bottom-line results in your personal life and professional career. Attendees will learn how to create practical habits for success in seven vital areas of their lives, and then expand their circle of influence to help others succeed.

- Patterns and principles - Overview of human values
- Being practical
- Establishing a personal vision
- Compassionate communication
- Principles of creative cooperation
- Kaizen: continuous improvement

DEALING WITH CHANGE – 2 day course

\$4,950

Dealing with change is not easy in most workplaces because people are reluctant to alter their habits and routines. However, change can not be an option in any business environment. People must learn to accept and adapt to change. This course offers practical solutions to resistance and techniques to ease the change process.

- Examining the real meaning of change in a transformational triangle
- Six reasons why change cannot be an option
- Eight pieces of a successful change process
- Building a highly effective internal communication system
- Constructing a model to create teamwork in a change environment

HOW TO PREPARE AND DELIVER PERFORMANCE REVIEWS – 1day course

\$2,625

The focus of this fast-paced, high-content course is on preparing, planning and delivering a performance review that engages the employee, offers a balance of work history, and calls for an action plan of improvement.

- The vital components of performance review preparation – what to include
- How to affirm strengths and accomplishments
- Discussing development needs
- Getting the employee involved in creating an action plan of improvement
- The all-important periodic follow-up meeting

PROJECT MANAGEMENT – 3 day course

\$7,425

This highly-interactive course is a comprehensive three-day program of basic tools for project management. Attendees will identify projects, service lines/departments that require participation in a project; learn how to facilitate project groups; tools for planning, implementing, measuring and coordinating a wide range of projects, and know how to gain commitment of the project team.

- Examining the objectives and deliverables
- Creating a work breakdown structure (WBS)
- Project communication: team meetings and project reporting
- Monitoring: Keeping the project on track
- Early warning systems, team problem-solving guidelines

STRATEGIC PLANNING – 4 day course \$9,900

This is a hands-on comprehensive course that covers the nuts and bolts of strategic planning. Participants will learn the techniques and tools necessary to create a practical and effective plan.

▪ Four C's of Planning – *Clarifying objective; Codifying requirements; Contingencies; Commitment*

- Designing a Planning Flowchart
- Conducting a “what if” analysis – *making sure you're ready for Murphy's Law*
- Setting up a reporting system
- How to make effective corrections – *which ones can be negotiated?*
- Eight helpful budgeting tips in estimating and tracking costs

Supervision

SURVIVAL SKILLS FOR SUPERVISORS – 2 day course \$4,950

Supervisors will learn to meet work challenges in this content-filled training program. Topics include critical keys to deal with change; how to get employee support and cooperation, and other vital techniques to survive in this ever-changing business environment.

- Keys to gaining support for constant change
- Effective leadership using a five-step supervisory continuum
- Six dimensions of an effective supervisor
- The art of delegation of tasks without guilt
- Results-oriented motivation—not manipulation

Communication

EFFECTIVE COMMUNICATION – 2 day course \$4,950

This course will focus on proven techniques that produce clear, concise messages in normal as well as difficult situations. Attendees will learn how to identify their own and others' preferred communication styles; how to eliminate filters that block verbal messages; be trained to actively listen and correctly interpret body language, and how to deliver your message in a clear, concise manner.

- Characteristics of each communication style
- Making sure your message is understood
- Applying a five-step process to cope with difficult situations
- Using a principled approach to communicate during conflict
- Presenting your ideas effectively and efficiently

THE ART OF ACTIVE LISTENING—1 day course \$2,625

The most overlooked skill in human communication is active listening. In this one-day, fast-paced class, participants will learn how to focus and concentrate on what the Sender is saying; how to capture the essence of a message without taking notes; techniques to convey that the message has been clearly understood, and how to relate back that you retained the key points.

- The four vital components of active listening
- How to use verbal and nonverbal techniques in listening
- Using door-opener questions appropriately
- How to paraphrase and restate for clarity
- What your body says that your mouth doesn't
- How to eliminate breakdowns in communication lines

EXECUTIVE COMMUNICATION – 1 day course \$2,625

Participants will learn proven techniques that produce clear, concise messages in oral and written forms; how to eliminate filters that block verbal messages; how to actively listen and correctly interpret body language, and how to correspond with tact and diplomacy.

- How to use different styles of communication: Gender and cultural differences
- Offering encouragement in non-verbal and subtext messages
- Common pitfalls in correspondence
- Presenting your ideas effectively and efficiently
- Persuasive vs. informational messages
- Using email appropriately and effectively

BUSINESS WRITING I – 1 day course \$2,625

This course is an introduction to business writing and is designed to help participants to apply the principles of grammar and writing techniques to achieve effective, concise documents. Students will learn punctuation, capitalization, word usage, spelling and syntax as well as how to organize and edit memos, documents and correspondence.

- Understanding the writing process
- Identifying the purposes for writing
- Applying techniques to produce clear, concise messages
- Demonstrating skills learned in interactive exercises

BUSINESS WRITING II – 1 day course \$2,625

This is the advanced course that goes beyond the basics. Participants will learn how to plan, draft, write, and revise commonly used documents in the workplace.

- How to identify the recipient of correspondence
- Context and grammar to achieve balance and cohesiveness
- Drafting and editing correspondence for clarity
- Important details to always include in business correspondence

. TECHNICAL WRITING – 1 day course \$2,625

This course is focused on writing skills in a technical environment. Participants will learn how to produce clear, concise and succinct technical reports, memos and manuals.

- Differences in writing technical material from everyday correspondence
- Tools and techniques for technical writing
- How to avoid common errors in wordiness, inconsistencies and clarity

WORK RELATIONSHPS

BUILDING BETTER RELATIONSHPS – 2 Day course \$4,950

Harvard University, Stanford Research Institute and the Carnegie Foundation have studied career paths and found 85% of success was related directly to knowledge of different behavioral styles and how to relate with people. That's what this workshop is all about – knowing yourself and others.

- Self-analysis to discover your personal style
- Measurement of your assertiveness and emotional response
- How different styles blend and others clash in business relationships
- Learning how to use versatility in building relationships

EMOTIONAL INTELLIGENCE – 2 day course \$4,950

This course will provide each participant with a personal assessment of their individual emotional intelligence skills; an explanation of the four skill areas and how to use and improve skills in daily activities for improved performance, cooperation, morale and relationships. The objective is to show the effects of these four elements in personnel growth; improved work relationships, and benefits to the organization.

- Personal skill levels in the four areas of overall EQ:
- Self-awareness of strengths and struggles
- Identifying the triggers of emotional buildup and anger levels
- Social awareness - Understanding how perceptions vary in different settings
- Relationship management - Making distinctions in other people's behaviors

RESOLVING CONFLICT & CONFRONTATION -- 1 day course \$2,625

This one-day class will offer strategies and tools to engage in healthier conflict resolutions and to gain understanding of the core competencies for managing workplace conflict.

- Recognizing the sources of conflict
- Conflict mapping and resolution process
- Handling misunderstandings before they become conflicts
- How to use the five styles of conflict engagement
- Effective conflict strategies to resolve conflicts (do's and don'ts)

COPING WITH ANGER – 1 day course \$2,625

This course is a comprehensive examination of the causes of anger, the escalation of anger into rage, and how to bring anger under control.

- What is anger and how does it affect us
- Causes and stages of anger
- Identifying your anger and how to gain control over it
- Techniques to keep anger at bay
- Behavior modifications
- Dealing with resentment

DEALING WITH DIFFICULT PEOPLE – 1 day course \$2,625

Identifying the ten most difficult people (or customers) is the focus of this fast-paced, one-day course that will examine the characteristics of each one and practical strategies to deal with them.

- Understanding the four basic behavioral styles
- Characteristics to observe before responding
- How different styles blend and others clash in business relationships
- Avoiding toxic relationships for a more peaceful life

Customer Service

DELIVERING QUALITY CUSTOMER SERVICE – 1 day course \$2,625

This course will emphasize the need for a positive impression being formed by every employee – regardless of position. This fast-paced, highly-interactive course will focus on skills to deliver extraordinary customer service including communication, listening, partnership and problem-solving for excellent customer service.

- Understanding the big picture: assessment of customer service
- Top ten keys to extraordinary service
- Is your mouth saying one thing, your body another?
- How personal values impact your service delivery
- Methods to build better business relationships
- Building trust and loyalty

MANAGING YOUR CUSTOMER SERVICE – 1 day course \$2,625

Maintaining a consistency in customer service is the key to customer satisfaction. Participants will learn how to establish and keep a high level of service; how to create a service mindset among employees; and measurements to use in weighing customer perceptions.

- Creating a service environment
- How to keep employees motivated to deliver quality service
- Overlooked principles of customer service
- Keeping records on effective customer service

PROFESSIONAL TELEPHONE SKILLS – 1 day course**\$2,625**

The image of your organization is formed by the people who communicate by telephone. This course covers a multitude of techniques and standards that are used by major companies known for their telephone communications with customers.

- The importance of voice tone on the telephone
- What to say and how to say it when conveying an unpopular message
- Recognizing that perception is all that counts in service
- How to calm an angry caller

Sales**SALES 101 – 1 day course****\$2,625**

All the basics of the selling process are covered in this up-to-date training session.

- Sales – Are you a Piddler, Peddler, Pro?
- Viewing Sales as a Service
- Establish Rapport with the Customer
- Listen Up – Become an active listener (the overlooked skill)
- Key to making a sale: identify and fill a client's needs
- Setting concrete goals

Other Topics**TIME MANAGEMENT – 1 day course****\$2,625**

Maintaining control of your workday is the key to achieving more in less time. This course is focused on examining the various tasks on your daily "to do" list, then prioritizing those tasks into a practical plan that allows you to be more productive.

Topics include:

- How to use the Urgent/Important priority matrix
- Examination of your prime time for maximum productivity
- Handling interruptions, paperwork and meetings
- Techniques to overcome procrastination

STRESS MANAGEMENT – 1 day course**\$2,625**

This workshop introduces techniques to handle difficult situations; how to recognize stress zones; how to understand and take preventive action in stages of stress and anxiety.

- Recognizing stress zones and ways to eliminate them
- How to avoid unhealthy perfectionism
- Ways to handle difficult situations and people
- Tips to blow off steam and defuse anger
- Examining stages of stress and anxiety

SETTING AND ACHIEVING GOALS – 1 day course**\$2,625**

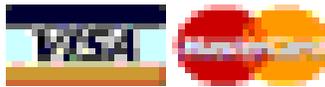
Setting goals is relatively easy but achieving them is sometimes difficult. This course offers an examination of tasks, projects and personal aspirations that need a systematic goal setting process.

- Examining priorities
- Five-part goal setting system
- How to measure and maintain progress in goal achievement
- How to jump start a goal that has gone off track

NEGOTIATING SKILLS – 1 day course**\$2,625**

This course covers the basics of negotiation through an interest-centered approach.

- The myth of win/win
- Setting objectives and limitations
- Understanding and how to use strategies
- Using your important keys – confidence and power
- Position vs. interest-based negotiating tactics



Government Credit Cards Accepted

Ordering Instructions: Orders received by email at gene@geneswindell.com ... facsimile transmission at 770-926-1806 ... or by postal mail: Creative Concepts International, Inc. 108 Eagle Glen Drive Woodstock, GA 30189.



108 EAGLE GLEN DRIVE WOODSTOCK, GEORGIA 30189 770-926-1395 GENE@GENESWINDELL.COM

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