

# GSA Professional Services Schedule (PSS)

## GS-10F-0065X

### 2016

Industrial Group: 00CORP

Company Name The Clearing, Inc.  
Address 1250 Connecticut Ave NW,  
Suite 625  
Washington, DC 20036  
(o) 202-558-6499  
(f) 202-558-5671  
<http://theclearing.com>  
<http://theprimes.com>  
[info@theclearing.com](mailto:info@theclearing.com)

Business Size Small

Minimum Order \$100

Contract Period 03 January 2011 through  
02 January 2021

Volume Discounts For orders with values of  
\$1 million or higher, The  
Clearing extends discounts  
on labor; volume discount  
rates are determined in  
connection with individual  
task orders.

Prompt Payment Discount The Clearing extends 1%  
discounts for prompt  
payment within 10 calendar  
days

Contracts Point of Contact Thomas M. Wade  
CFO  
[tom.wade@theclearing.com](mailto:tom.wade@theclearing.com)  
(o) 202-558-6499  
(f) 202-558-5671

## Contents

The Clearing Services ...	2
Special Item Numbers (SIN) & Labor Categories ...	4
Labor Category Descriptions ...	5
Methodologies ...	7
Leadership Training Offerings ...	8
PRIMES Training Offerings ...	9
General Information ...	10
About The Clearing ...	12



Management Consulting  
for Extraordinary Outcomes

# The Clearing Services

---

## **Change Management**

The Clearing focuses exclusively on the social complexity issues related to implementation and management of an organizational change initiative. We support our clients as they develop and implement strategies that improve organizational efficiency, refocus core missions, reduce systemic risk, and produce bold outcomes. Our principle-based approach is designed to keep critical stakeholders enrolled throughout the change process while never losing sight of our client's outcomes.

## **Culture Transformation**

Organizational leaders who are responsible for transformation initiatives or who are seeking high performance cultures typically address the issues that confront them with a disproportionate focus on technical solutions, and have limited experience in addressing the equally important social complexities that must be managed. The primary reasons most enterprise-wide transformation projects and significant stakeholder engagement initiatives fail is not due to technical shortcomings. Failure results from not explicitly addressing culture issues and unsuccessfully enrolling and aligning the people who have the most at stake and are the most impacted by the change.

## **Project Management**

The Clearing applies Project Management Institute® best practices to all projects. Our consulting teams partner with clients at project onset to set outcomes and objectives and share our approach: explicit, focused, and agile. Together with our clients we develop a plan to achieve the intended outcomes. We ensure the project has the communications, risk management, and governance processes in place to ensure success – date-certain.

## **Strategy**

The Clearing has developed a powerful approach to strategic planning using our CORE PRIME methodology that drives stakeholder alignment. We guide clients through five essential agreements (As Is, Environment, Stake, To Be, and Strategy) that enroll and align the organization, and equip them with the models for structuring staff activities, roles, and responsibilities. This ensures success by enabling our clients to capitalize on critical transformational opportunities.

## **Facilitation**

The Clearing leverages proprietary techniques and expertise on group dynamics to transform client meetings into innovative and productive work sessions. Our experienced facilitators work with leaders and stakeholders to drive groups through ambiguity and conflict to achieve sustainable results. We facilitate meetings including leadership discussions, working team meetings, and strategy off-sites with numbers of participants ranging from two to more than 1,500.

# The Clearing Services

---

## **Strategic Communications and Branding**

Our communication strategists help our clients tell their stories, differentiate themselves from other organizations, develop powerful coalitions, message their brands or issues in a compelling and straight-forward manner, build brand equity and loyalty, and reach their most important stakeholders. We create effective messaging and marketing for our clients by focusing what is most essential to their customers. We have a talented staff of marketing, communication, and stakeholder strategists as well as an in-house team of experienced graphic designers who produce a variety of presentations and marketing collateral including brochures, logos, storyboards, conference presentations, animated videos, and applications.

## **Leadership Coaching and Training**

The Clearing offers customized leadership training workshops and individual coaching services as a catalyst or complement to individual and organizational transformation. The Clearing's leadership coaching services support leaders in aligning their behaviors and actions with achieving the results that are most important to their long-term success and to the success of their organizations. Our tailored programs can serve different points in a leader's growth – leaders in transition, leaders guiding organizational changes, leaders dealing with succession planning, emerging leaders and high performers.

## **Workplace Strategy**

The Clearing provides consulting services to support workplace change including programming and core problem clarification, assessment of existing culture and its preparedness for change, and creation of an approach map tailored to that culture that will allow it to move through change with significantly reduced impact on productivity and mission delivery. We provide the strategy, support, tools, and training that leverage change to create a stronger culture, a more aligned workforce, and an organization better able to deliver on desired outcomes.

# Special Item Numbers

SIN 874-1/1RC ... Integrated Consulting Services

SIN 874-4/4RC ... Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internships

SIN 874-7/7RC ... Integrated Business Program Support Services

## Labor Categories

<b>LABOR CATEGORIES</b>	<b>MINIMUM EDUCATION / CERTIFICATION LEVEL</b>	<b>MINIMUM YEARS OF EXPERIENCE</b>	<b>2016 HOURLY PRICING</b>
Assistant	HS Diploma	1	\$60.00
Staff Assistant	HS Diploma	2	\$72.00
Administrative Assistant	HS Diploma & 1 year of College	3	\$85.00
Staff Consultant	Bachelors	1	\$95.00
Senior Staff Consultant	Bachelors	2	\$110.00
Consultant	Bachelors	4	\$140.00
Senior Consultant	Bachelors	6	\$165.00
Principal Consultant	Bachelors	8	\$195.00
Sr. Principal Consultant	Bachelors	10	\$220.00
Executive Director	Bachelors	15	\$240.00
Sr. Executive Director	Bachelors	20	\$272.00
Subject Matter Expert I	Bachelors	25	\$300.00
Subject Matter Expert II	Bachelors	30	\$320.00

The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and services provided. While no specific labor categories have been identified as being subject to 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 SCA eligible labor categories. If and / or when the contractor adds SCA labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish an SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

# Labor Category Descriptions

## **Assistant**

Qualifications: Minimum of High School Diploma and 1 year of experience.

Duties/Project Function: Works under supervision in performing various administrative duties and tasks of a moderately complex nature and assists in selected tasks of a more complex nature.

## **Staff Assistant**

Qualifications: Minimum of High School Diploma and 2 years of experience in a relevant professional position.

Duties/Project Function: Provides meeting support; prepares graphical and related materials; types and edits letters, reports and other documents; maintains files and reference materials.

## **Administrative Assistant**

Qualifications: Minimum of High School Diploma, 1 year of college, and 3 years of experience in a relevant professional position.

Duties/Project Function: Performs complex tasks without supervision, including providing meeting support; prepares graphical and related materials; types and edits letters, reports, and other documents; maintains files and reference materials.

## **Staff Consultant**

Qualifications: Bachelor's Degree and a minimum of 1 year of relevant experience.

Duties/Project Function: Assists teams with routine data gathering and research activities, organizes data and project documents, and assists project managers with project administrative activities. Provides analytical and writing support to prepare, edit, and develop professional deliverables.

## **Senior Staff Consultant**

Qualifications: Bachelor's Degree and a minimum of 2 years of relevant experience.

Duties/Project Function: Supports teams in gathering and analyzing data to identify, study, and solve business problems across a wide range of industries. Demonstrates superior organizational, oral, and writing skills. Assists teams in developing models, performing analyses, and working on research assignments.

## **Consultant**

Qualifications: Bachelor's Degree and a minimum of 4 years of relevant experience.

Duties/Project Function: Supports teams in gathering and analyzing data to identify, study, and solve business problems across a wide range of industries. Demonstrates superior organizational, oral, and writing skills. Assists teams in developing models, performing analyses, and working on survey and research assignments.

## **Senior Consultant**

Qualifications: Bachelor's Degree and a minimum of 6 years of relevant experience.

Duties/Project Function: Provides leadership through managing and planning components of projects and serving as a liaison among clients and other support groups to identify business processes, conduct benchmarking and best-practice analyses, create survey materials, and produce quality client deliverables.

# Labor Category Descriptions

## **Principal Consultant**

Qualifications: Bachelor's Degree and a minimum of 8 years of relevant experience.

Duties/Project Function: Responsible for overall direction of client engagements and providing leadership to project teams. Communicates with client executive management to address critical issues and provides guidance to projects in industry and functional areas.

## **Senior Principal Consultant**

Qualifications: Bachelor's Degree and a minimum of 10 years of relevant experience.

Duties/Project Function: Responsible for overall accountability of multiple projects, including product delivery and financial management of client engagements. Possesses strengths in each of the major areas of consulting: client relationship management, project management, staff recruiting and development, intellectual-capital development, business development, and practice area management.

## **Executive Director**

Qualifications: Bachelor's Degree and a minimum of 15 years of relevant experience.

Duties/Project Function: Senior executive responsible for providing strategic direction, vision, leadership, and program management to the team. Contributes to organizational direction through regular involvement with senior-level client leadership and teams. Maintains productive and effective client relationships with the most senior levels of the client organization.

## **Senior Executive Director**

Qualifications: Bachelor's Degree and a minimum of 20 years of relevant experience.

Duties/Project Function: Senior executive responsible for providing strategic direction, vision, leadership, and program management to the team. Contributes to organizational direction through regular involvement with senior-level client leadership and teams. Maintains productive and effective client relationships with the most senior levels of the client organization.

## **Subject Matter Expert I**

Qualifications: Bachelor's Degree and a minimum of 25 years of relevant experience.

Duties/Project Function: Senior expert with enterprise-wide knowledge and experience in one or more functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability to up-to-date industry standard solutions. Facilitates client and group meetings/training sessions and is primarily utilized on projects for specific expertise, not in a managerial capacity.

## **Subject Matter Expert II**

Qualifications: Bachelor's Degree and a minimum of 30 years of relevant experience.

Duties/Project Function: Senior expert with extensive, enterprise-wide knowledge and experience in one or more functional and/or domain areas. Provides insight and advice concerning strategic direction and applicability to up-to-date industry standard solutions. Facilitates client and group meetings/training sessions, is primarily utilized on projects for specific expertise, not in a managerial capacity, and has published materials in one or more functional and/or domain area.

# Methodologies

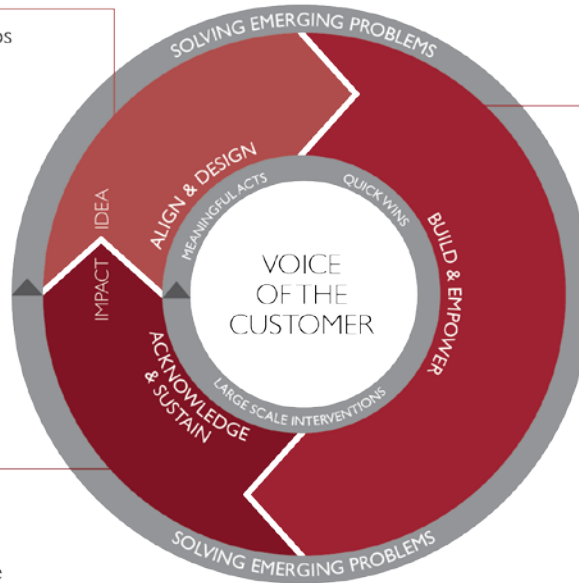


## Idea to Impact

Our Idea to Impact model provides a human-centered framework for designing, implementing, and sustaining complex initiatives.

### I ALIGN & DESIGN

1. Engage and Understand Key Relationships
2. Establish a Shared Perspective of the Current State
3. Define the Future Vision
4. Define the Strategy
5. Define an Integrated Change Management, Communications and Risk Management Approach



### II BUILD & EMPOWER

1. Invest and Empower Key Relationships
2. Implement Initial Elements of Strategy
3. Align Resources and Operational Plans with the Strategy
4. Build a System for Measuring Performance
5. Implement the Risk Management Approach

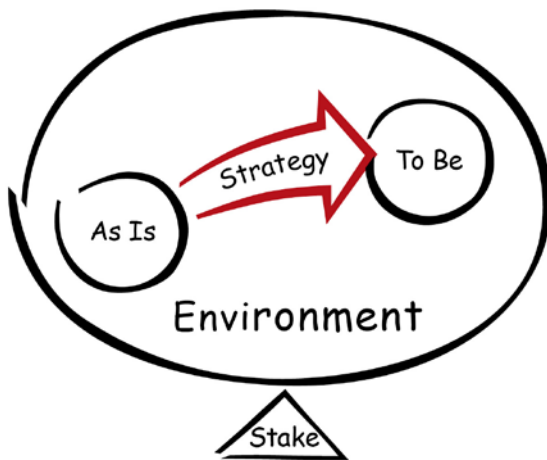
### III ACKNOWLEDGE & SUSTAIN

1. Gather Performance Feedback
2. Assess Performance Data
3. Acknowledge and Reward Performance
4. Outfit Staff to Sustain Long-Term Performance
5. Communicate Performance and Successes



## CORE PRIME Methodology

A powerful approach to strategic planning that drives stakeholder alignment

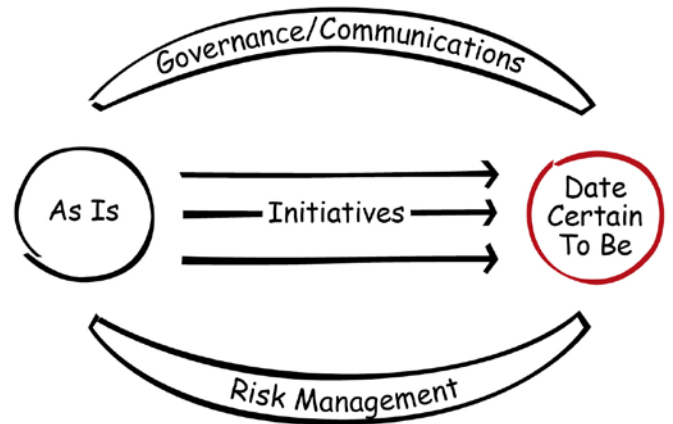


CORE PRIME

Copyright © 2011 The Clearing, Inc. All rights reserved.

## REDPOINT Methodology

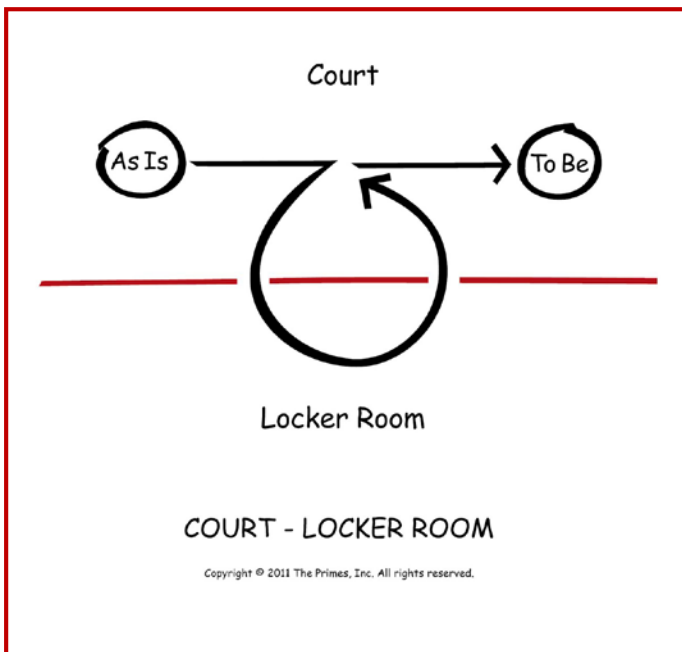
Focuses teams on the fewest, most important initiatives to achieve meaningful outcomes



REDPOINT

Copyright © 2011 The Clearing, Inc. All rights reserved.

# Leadership Training Offerings



When leaders actively learn and apply training practices on the "court" rather than in the "locker room," they can more readily and rapidly rise to the next and newest challenges.

SIN 874-4/4RC Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internship

The Clearing will customize a program based on your individual and organizational needs. Typical training programs last three to six months, and begin with an assessment instrument (ex: DiSC, MBTI, or a 360 assessment such as The Leadership Profile) to help the client identify key areas of focus. The training process includes the following:

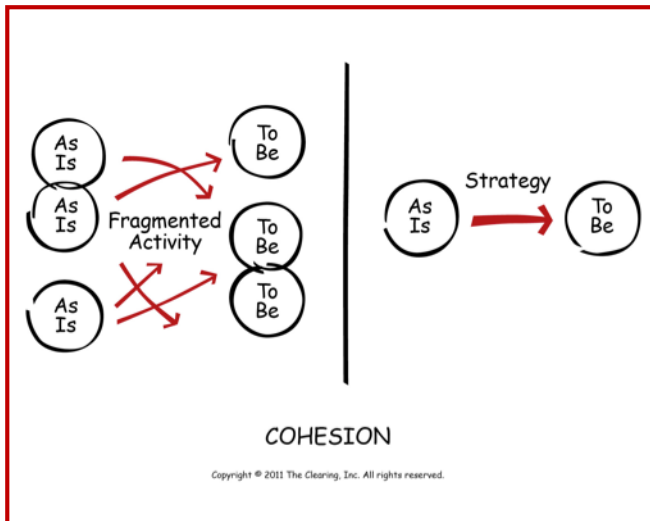
- ◆ Identify areas of coaching in service of professional development goals
- ◆ Review/internalize assessment
- ◆ Execute training program
- ◆ Closeout and Impact Assessment

Our customized programs are developed based on client needs. Pricing will reflect the number and frequency of training sessions and include preparation time as well as any assessment instrument(s) chosen.

Visit GSA Advantage!® ([www.gsaadvantage.gov](http://www.gsaadvantage.gov)) for access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order.



# PRIMES Training Offerings



**Cohesion is required for  
SUCCESS.**



**Leaders foster  
intentional CULTURE.**

SIN 874-4/4RC Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internship

PRIMES training provides groups and leaders with an awareness of group behavior patterns that show up whenever groups gather together, as well as a shared language to effectively communicate and address what is getting in their way. The PRIMES are The Clearing's proprietary tools and are documented in the book *"The PRIMES: How Any Group Can Solve Any Problem"* (John Wiley & Sons, Inc., copyright © 2012), authored by Mr. Chris McGoff, founder of The Clearing.

The Clearing offers a tailored 2 hour to 2 day workshop or modularized curriculum on the PRIMES with opportunities for application between sessions, designed to outfit leaders and teams with awareness, language, and tools to effectively address different patterns of group behavior. Each tailored program is customized to address those patterns, dynamics, and situations that are most relevant to the group. We select from over 70 PRIMES those that will assist the client in achieving their outcomes. During the workshop, participants will engage in activities and apply the PRIMES to their own real-world scenarios.

The Clearing also offers two off-the-shelf PRIMES Sessions:

Introduction to The PRIMES

- ◆ 2-hour workshop for up to 150 participants
- ◆ Price: \$1,000

Outfitting Your Organization: Applying The PRIMES to Your Business

- ◆ 4-hour training session for up to 50 participants
- ◆ Price: \$2,500

# GENERAL INFORMATION

I-FSS-600(b)(3)(ii)(1a-26)

1a. Table of Special Item Number (SIN), Item Descriptions and Award Prices:	SIN 874-1...Integrated Consulting Services SIN 874-4...Training Services: Instructor Led Training, Web Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internships SIN 874-7...Integrated Business Program Support Services. (Labor categories and rates available on pages 4-6)
1b. Lowest Priced Model Number and Lowest Unit Price:	N/A
1c. Hourly Rates and Descriptions:	See Pages 4-6
2. Maximum Order:	\$1,000,000.00 (above which requests for discounts are mandatory)
3. Minimum Order:	\$100.00
4. Geographic Coverage (Delivery Area):	CONUS and OCONUS
5. Point of Production (City, County and State or Foreign Country)	Washington, DC
6. Discount From List Price or Statement of Net Price:	Prices as stated are net prices
7. Quantity Discounts:	Available
8. Prompt Payment Terms:	1% 10 days, Net 30 days
9a. Government Purchase Cards at or Below the Micro-Purchase Threshold:	Accepted by The Clearing
9b. Government Purchase Cards Above the Micro-Purchase Threshold:	Accepted by The Clearing
10. Foreign Items:	N/A
11a. Time of Delivery:	Delivery based upon contractual requirements
11b. Expedited Delivery:	N/A
11c. Overnight and 2-day Delivery:	N/A
11d. Urgent Requirements:	N/A
12. FOB Point:	Destination

# GENERAL INFORMATION

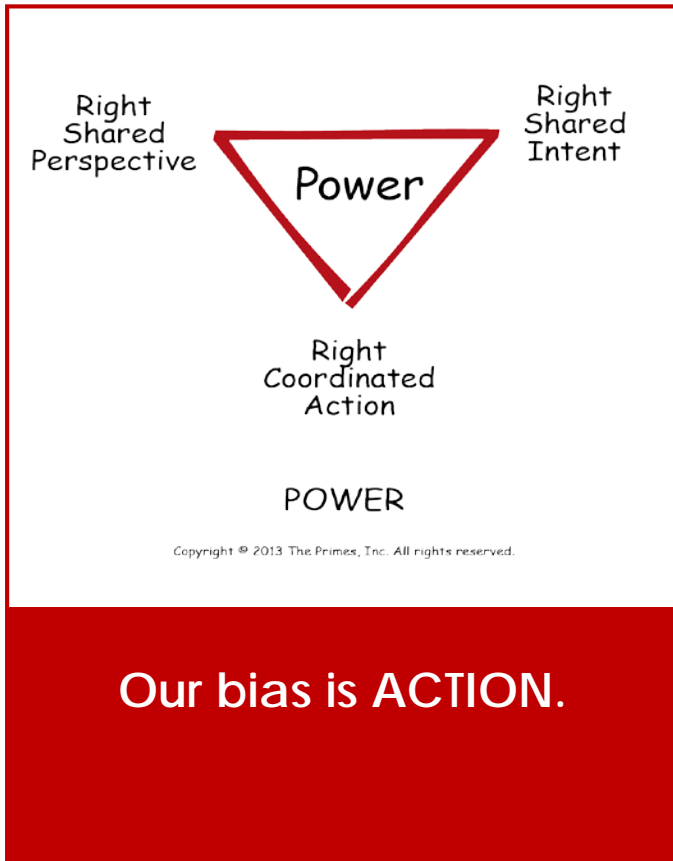
I-FSS-600(b)(3)(ii)(1a-26)

13a. Ordering Address:	Thomas M. Wade, CFO The Clearing, Inc. 1250 Connecticut Ave NW Suite 625 Washington DC, 20036 Phone: (202) 558-6499 Fax: (202) 558-5671
14. Payment Address:	Thomas M. Wade, CFO The Clearing, Inc. 1250 Connecticut Ave NW Suite 625 Washington DC, 20036 Phone: (202) 558-6499 Fax: (202) 558-5671
15. Warranty Provision:	N/A
16. Export Packaging Charges:	N/A
17. Terms & Conditions of Government Purchase Card Acceptance:	N/A
18. Terms & Conditions of Rental, Maintenance, and Repair:	N/A
19. Terms & Conditions of Installation:	N/A
20. Terms & Conditions of Repair Parts:	N/A
20a. Terms & Conditions for Other Services:	N/A
21. List of Service and Distribution Points:	N/A
22. List of Participating Dealers:	N/A
23. Preventative Maintenance:	N/A
24. Special Attributes:	N/A
24b. Section 508 Compliance Information:	N/A
25. Data Universal Number System (DUNS):	828350285
26. System for Award Management (SAM):	CLEARING, INC, THE

# About The Clearing

The Clearing, Inc. is a Washington, D.C.-based strategy and design consulting firm specializing in strategy, organizational change management, program design and implementation, and strategic communications. We help public and private sector organizations anticipate, respond to, and adapt to dynamic changes in their environments. Our mission is grounded in our desire to support change agents—leaders who are driven by the possibilities for impact in and beyond their prescribed job descriptions.

Our company was built and continues to grow on the foundation of our expertise in, and deep passion for engaging, enrolling, and aligning individuals into coalitions who must come together to cause meaningful, impactful outcomes. We combine our own innovative thinking with our clients' existing organizational knowledge and expertise to develop comprehensive solutions that blend strategy and design with implementation. Our consultants have diverse work histories serving as defense experts, federal government leaders, financiers, communication strategists, commercial managers, program managers, designers, investors, advisors, board members, and entrepreneurs. Our perspectives are honed and applied to support our clients as we leverage our processes and visual frameworks for problem solving, the PRIMES. These frameworks uncover universal patterns of group behavior, and we tailor our approach to address our clients' specific situational needs.



**Our success is your outcome.**



**THE CLEARING<sup>SM</sup>**

1250 Connecticut Ave NW, Suite 625

Washington, DC 20036

(o) 202-558-6499

(f) 202-558-5671

<http://theclearing.com>

[info@theclearing.com](mailto:info@theclearing.com)