

## About Practical Strategy LLC

**Practical Strategy** has longstanding experience providing the types of consulting services solicited under SIN 874-1 including providing expert advice, assistance, guidance and counseling in support of federal agency's mission oriented business functions. This has included management and strategy consulting, program planning, evaluations, analyses and reports relating to mission-oriented business programs or initiatives. Practical Strategy's services have been sought to obtain outside points of view on critical issues and advice on developments in industry and policy. In addition, Practical Strategy has helped organizations improve operations and develop solutions to complex issues.

**Practical Strategy's** team includes experts in the full range of challenges and opportunities facing federal agencies. Practical Strategy understands a broad range of social policy issues and programs, and has extensive experience achieving measurable results in a diverse array of organizational structures and dynamics.

**Our primary practice areas are: *strategic planning and change management, public policy development and analysis and program management and improvement.***

## GSA Authorized Federal Supply Schedule Price List and Customer Information

Company Name: Practical Strategy, LLC  
Address: 7768 Woodmont Avenue, #204  
Bethesda, MD 20814  
Phone: 301-718-2095  
Fax: 301-652-6811  
Contract Number: GS-10F-0111V  
TIN #: 01-0851878  
Business Size/Type: Small, woman-owned  
Contract Period: March 18, 2009 through March 17, 2013  
DUNS Number: 619226777

For all questions regarding contract administration and ordering services, please contact Sally Sachar, President at 202-360-2043 or [ssachar@practicalstrategy.org](mailto:ssachar@practicalstrategy.org).

**Practical Strategy, LLC Labor Categories and Hourly Labor Rates**  
for SIN 874-1 & 874-1RC (inclusive of 0.75% IFF)

<b>Labor Category</b>	<b>Labor Rate</b>
Senior Advisor	\$272.91
Engagement Leader	\$238.17
Subject Matter Expert	\$198.48
Project Manager	\$168.71
Senior Consultant	\$129.01
Research Analyst	\$74.43
Administrative Assistant	\$39.70

**DESCRIPTION OF LABOR CATEGORIES**

***Senior Advisor***

The Senior Advisor possesses a Masters degree or other advanced degree in a relevant field and 20 - 25 years of related consulting or industry experience. Senior Advisors are recognized national experts in project-related content and provide high-level counsel and guidance to the client. The Senior Advisor ensures inclusion of national and international best practices and access to recent innovations in policy and practice. Senior Advisors, in partnership with the engagement leader, provide executive level direction on client engagements and participate in the review of final deliverables.

***Engagement Leader***

The Engagement Leader possesses a Masters degree or other advanced degree in a relevant field and 20 - 25 years of related consulting and industry experience. The Engagement Leader provides executive level management and direction on client engagements, works with the client to define the project scope, and identifies the overall framework for achieving client objectives. The Engagement Leader conducts executive level facilitation and leads focus groups and client and staff briefings. The Engagement Leader partners with the Project Manager to estimate project staffing requirements and is responsible for the coordination of multiple project teams. The Engagement Leader has overall responsibility for team contribution and work performed and is responsible for the Government business relationship.

***Subject Matter Expert***

The Subject Matter Expert possesses a Masters degree or other advanced degree in a relevant field and 10 – 20 years of experience working in the related field or researching the subject matter. The Subject Matter Expert provides expert guidance and analysis to clients and briefs leaders and managers on recent research and developments. The Subject Matter Experts also designs interview guides and conducts interviews of leaders in the field and facilitates focus groups. The Subject Matter authors and reviews project deliverables.

### ***Project Manager***

The Project Manager possesses a Masters degree and 10 – 15 years of consulting and/or directly relevant experience. The Project Manager works with the Engagement Leader to develop detailed project plans based on client requirements and objectives. The Project Manager maintains daily interaction with the client and is responsible for drafting and delivering regular project status reports, identifying problems and leading the team through problem resolution and project execution. The Project Manager manages local resources and administers project work plans and processes.

### ***Senior Consultant***

The Senior Consultant possesses a Masters degree and a minimum of 10 years of consulting experience. The Senior Consultant leads data collection and analysis and is responsible for documenting findings for the project team and client. Specific responsibilities include: reviewing and synthesizing client documents, conducting customer and stakeholder interviews, developing environmental scans, drafting client deliverables such as reports and presentations, conducting performance measurement and indicator analysis, and designing surveys. The Senior Consultant manages research analysts and administrative assistants. The Senior Consultant also works closely with the Project Manager to support the development of status reports and to identify potential problems and design solutions.

### ***Research Analyst***

The Research Analyst possesses a Bachelors degree and a minimum of 5 years of consulting or directly relevant experience. The Research Analyst collects, analyzes and distills client data and documentation and conducts external research using a variety of tools. The Research Analyst drafts components of project deliverables and provides support to the team to achieve client objectives.

### ***Administrative Assistant***

The Administrative Assistant possesses a Bachelors degree and a minimum of three years of professional experience. The Administrative Assistant supports the project team with document preparation and organization and the scheduling and coordination of meetings and interviews. The Administrative Assistant also gathers and performs entry-level analysis of data.