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Bringing Organizational Culture and Leadership to the **Bottom Line**.

Denison Consulting  
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Denison Consulting helps organizations to improve business performance by focusing on culture and leadership development — an approach that is rooted in over 25 years of research linking organizational culture and leadership practices to performance metrics such as return on investment, sales growth, quality, innovation and customer and employee satisfaction.

Based on the Denison Model, the Denison Solutions enable organizations to address critical business challenges in such areas as mergers and acquisitions integration, transformation and turnaround situations, leadership transitions, leadership development, and the alignment of strategy with human capital.

At our core is a set of diagnostic surveys that are designed to help organizations align culture and leadership, diagnose specific areas of strength and weakness, and build accountability into the development process — all helping you reach your goal of a high-performing organization.

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DUNS#: 966433377  
CONTRACT #: GS-10F-0345P

SIN 874-1 INTEGRATED CONSULTING SERVICES  
SIN 874-5 ANCILLARY SUPPLIES AND/OR SERVICES

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The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Mission Oriented Business Integrated Services (MOBIS) Schedule and all 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 a 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.

# I. CONSULTING

## I.1 Consulting Fees

Item	--Year--				
	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
Consultant I	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00
Consultant II	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00

### Minimum Qualifications

All of our Senior Denison Consultants have many years of expert consulting experience providing business guidance to our clients in a range of areas (see Functional Description below). At minimum, our consultants will have the following level of experience. Denison will work with each client to identify the right consultant to meet their needs:

#### Consultant 1:

- Doctorate education level and 7 years of experience in consulting clients on culture change and leadership development initiatives

#### Consultant 2:

- Masters education level and 3 years of experience in consulting clients on culture change and leadership development initiatives

### Functional Description

Consultant 1 & 2: Senior Denison Consultants (Consultant 1&2) can provide clients with a wide range of consulting services including, but not limited to:

- Survey results analysis, interpretation and review
- Action planning prioritization and development
- Leadership coaching
- Culture and leadership development training & workshops
- Linkage analysis linking culture to business performance metrics
- Best practices facilitation
- Keynote speaker presentations
- Other

## 2. DENISON ORGANIZATIONAL CULTUR SURVEY

### 2.1 Surveys (Culture)

Item	--Year--				
	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
1 – 500	\$15.29	\$15.67	\$16.06	\$16.46	\$16.88
501 – 2500	\$14.27	\$14.63	\$14.99	\$15.37	\$15.75
2501 – 5000+	\$13.25	\$13.58	\$13.92	\$14.27	\$14.63

\*The per person charge applies to each rater that is invited or the total survey population regardless of whether they complete the survey.

### 2.2 Segments (Reporting)

Item	--Year--				
	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
Segment	\$101.92	\$104.47	\$107.08	\$109.76	\$112.50

\*One overall organizational profile segment is included in base price of each project.

\*Report includes standard circumplex, line item and high/low charts compared against Denison's global normative database.

\*No comparison will be provided or charged for where n<3 survey responses in order to protect confidentiality.

### 2.3 Setup

Item	Year--				
	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
Setup	\$254.80	\$261.17	\$267.70	\$274.39	\$281.25

\*Includes online survey setup

### 3. DENISON LEADERSHIP DEVELOPMENT SURVEY

#### 3.1 Surveys (Leadership)

Year--					
Item	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
1 – 199	\$198.74	\$203.71	\$208.81	\$214.03	\$219.38
200 – 499+	\$178.36	\$182.82	\$187.39	\$192.07	\$196.88

\*Pricing based on number of participants (leaders). Each leader can invite up to 25 raters to their survey. Leadership report included for each participant.

#### 3.2 Group Composite

--Year--					
Item	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
Group Composite	\$101.92	\$104.47	\$107.08	\$109.76	\$112.50

\*Includes composite report of combined survey data for all leaders in a survey cohort.

#### 3.3 Setup

Year--					
Item	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
Setup	\$254.80	\$261.17	\$267.70	\$274.39	\$281.25

\*Includes online survey setup

## 4. ADDITIONAL PROJECT OPTIONS

### 4.1 Expedite Fees

--Year--					
Item	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
Setup (<24 hrs)*	\$662.48	\$679.04	\$696.02	\$713.42	\$731.25
Setup (<48 hrs)*	\$407.68	\$417.87	\$428.32	\$439.03	\$450.00
Report Generation (<24 hrs)**	\$509.60	\$522.34	\$535.40	\$548.78	\$562.50
Report Generation (<48 hrs)**	\$254.80	\$261.17	\$267.70	\$274.39	\$281.25

\*These fees are in addition to the standard project fees and only available with agreement between Denison and client.

\*\*These fees are in addition to the standard project fees and only available with agreement between Denison and client. Minimum of 3 to 5 working days for all reports to be generated.

### 4.2 Custom Question

Year--					
Item	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
Custom Questions	\$30.58	\$31.34	\$32.12	\$32.93	\$33.75

\*Includes demographic, custom scaled or open-text questions

### 4.3 Bound Reports

--Year--					
Item	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
Hardcopy report	\$50.96	\$52.23	\$53.54	\$54.88	\$56.25
Color page	\$1.02	\$1.04	\$1.07	\$1.10	\$1.13

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#### 4.4 JPEG/PPT Files

--Year--					
Item	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
JPEG/PPT Files	\$50.96	\$52.23	\$53.54	\$54.88	\$56.25

#### 4.5 Facilitator Guide

--Year--					
Item	May 26, 2014 - May 25, 2015	May 26, 2015 - May 25, 2016	May 26, 2016 - May 25, 2017	May 26, 2017 - May 25, 2018	May 26, 2018 - May 25, 2019
Facilitator Guide	\$127.40	\$130.59	\$133.85	\$137.20	\$140.63

#### 4.6 Minimum / Maximum Order: \$100 / \$1,000,000