
Sterling & Selesnick, inc.
Adding Value through Collaboration



Federal Supply Service
Authorized Federal Supply Schedule Price List

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 the GSA Advantage! menu-driven database system. The Internet address for GSA Advantage is:
<http://www.gsaadvantage.gov>.

The Professional Services Schedule (PSS)

This contract vehicle enables Federal agencies to procure a wide variety of professional services using a single Schedule contract.

Description: [00CORP](#)

Contract Number: GS-23F-8147H

For more information on ordering from Federal Supply Schedules, go to the GSA Schedules home page at: <http://www.gsa.gov/schedules>.

Contract Period: 03-26-1998 through 09-30-2017

For more information, please contact:

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Sterling & Selesnick, Inc.

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Web Address: <http://www.sterlingselesnick.com>

Business Size: Small

Price list current through Bilateral Modification A302 Schedule 874
Refresh 20, dated February 15, 2013.

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Customer Information

1a. Awarded Special Item Numbers:

SIN 874-1 Integrated Consulting Services: Management or strategy consulting including research, evaluations, studies, analyses, scenarios/simulations, reports, business policy and regulation development assistance, strategy formulation and expert witness services; facilitation and related decision support services; survey services using a variety of methodologies including survey planning, design and development, survey administration, data validation and analysis, reporting and stakeholder briefings; and advisory and assistance services in accordance with FAR 37.203

SIN 874-1RC Recovery Purchasing

1b. Please see **Appendix A** for Price List

1c. Please see **Appendix B** for Labor Category Description

2. Maximum Order Threshold: \$1,000,000.00

3. Minimum Order: \$100.00

4. Geographic Coverage (Delivery Area): U.S.

5. Point of Production: The primary point of production is the Sterling & Selesnick corporate headquarters in Beverly, MA

6a. Discount from List Prices: None

6b. Aggregate Discount: None

7. Quantity/Dollar Volume Discounts: Sterling & Selesnick will consider offering discounts applicable to task orders fully funded at the time of award in an amount exceeding \$25,000.

8. Prompt Payment Discount: Net 30 days

9a. Government Commercial Credit Card Acceptance: Yes

9b. Discount for Payment by Government Commercial Credit Card: None

10. Foreign Items: Not applicable

11a. Time of Delivery: Specified on the task order

11b. Expedited Delivery: All items on this price list are available for expedited delivery.

11c. Overnight and 2-day Delivery: All items on this price list are available for overnight and 2-day delivery. The customer may contact Sterling & Selesnick for rates for overnight and 2-day delivery.

11d. Urgent Requirements: In accordance with the "Urgent Requirements" clause of this contract, agencies may contact Sterling & Selesnick to effect a faster delivery.

12. FOB Point(s): Destination

13. Ordering Address:

Sterling & Selesnick, Inc.
Attention: Herbert L. Selesnick
113 Weatherly Drive, #202
Salem, MA 01970-6661
Voice/Fax: (978) 306-7151
Cell/Text: (978) 273-5115
herb@sterlingselesnick.com

14. Payment Address:

Payment via Check/U.S. Mail

Sterling & Selesnick, Inc.
113 Weatherly Drive, #202
Salem, MA 01970-6661

ACH Payments

Sterling & Selesnick, Inc.
Eastern Bank
ABA routing number: see invoice
Account number: see invoice

15. Warranty Provision: Not applicable

16. Export Packing Charges: Not applicable

17. Terms and Conditions of Government Purchase Card Acceptance: None

18. Terms and Conditions of Rental, Maintenance and Repair: Not applicable

19. Terms and Conditions of Installation: Not applicable

20. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices: Not applicable

20a. Terms and Conditions for Any Other Services: Not applicable

21. List of Service and Distribution Points: Not applicable

22. List of Participating Dealers: Not applicable

23. Preventive Maintenance: Not applicable

24. Environmental Attributes: Not applicable

25. Section 508: Not applicable

26. Dun's Number: 619893704

Sterling & Selesnick's Distinctive Capabilities

Why choose Sterling & Selesnick for integrated consulting services? Here are several good reasons:

We have broad and deep organizational consulting experience. Initiated in 1981 as a woman-owned small business with offices in Salem, Massachusetts and clients throughout North America, Sterling & Selesnick has helped more than 200 public, private and non-profit organizations address a wide-ranging assortment of problematic situations and successfully master an enormous variety of daunting challenges. This rich body of extensive prior experience enables us to recognize the common features and distinguish the unique aspects of virtually any problematic situation and determine what will be required to deal with its most difficult elements.

We understand the challenges and opportunities of organizational leadership. Both of us have many years of real-world, hands-on leadership experience, initially working together to build and lead a lucrative profit center within a global management consulting firm, and subsequently growing our own successful organizational consulting practice. Consequently, our clients' needs receive the continuing attention of two seasoned professionals who are also experienced leaders and managers, and the actions we propose are based more on practical realities than classroom theory.

We understand the unique risks and uncertainties of government agency leadership. We have provided organizational consulting services for more than six dozen public agencies at all levels of government, with a particular concentration in the federal executive branch. Much of our practice has been with presidential appointees and senior executives of cabinet-rank federal agencies and related stakeholder organizations, many of which have been the largest and most respected entities worldwide in their field. A particularly sensitive portion of our practice has involved special assignments and high-level private briefings for senior public officials.

Our practice is conducted by genuine professionals. Hinda Sterling and Herb Selesnick combine more than 70 years of experience facilitating hundreds of critical meetings, strategic conferences and sensitive discussions and personally mentoring, coaching or training over three thousand individuals at every organizational level in government, commercial and non-profit enterprises. Herb holds Bachelor and Master of Science degrees in physics and management and a Doctor of Philosophy degree in political science from the Massachusetts Institute of Technology. Hinda earned a Bachelor's degree in English literature from the University of Massachusetts, Master's degrees in educational counseling and in fine arts from Salem State College and Pratt Institute, and Master's and Doctor of Philosophy degrees in human and organizational systems from Fielding Graduate University. Hinda and Herb have each received a Hammer Award from the National Performance Review Task Force headed by former Vice President Al Gore for their contributions to "building a government that works better and costs less."

Both of the firm's principals personally deliver all the services we offer. We have deliberately remained a two-person consultancy in the belief that in delivering professional services size often detracts from excellence. The absence of branch offices and junior practitioners helps us to ensure our independence and objectivity because we remain answerable only to our clients and ourselves.

Involving the same two highly experienced professionals intensively and interchangeably in all phases of any assignment we undertake enables us to maintain uniformly high standards of quality, responsiveness and integrity in every aspect of our work.

Customization with flexibility is central to our consulting approach. We offer no packaged systems, preconceived solutions, preferred theories or proprietary methods of any kind that would impair our open-mindedness, compromise our objectivity or limit in any way our ability to tailor our services and customize our solutions to each client organization's particular substantive needs and specific situational requirements.

Attentive observation with thoughtful feedback is how we naturally express ourselves. We practice organizational consulting because it gives us richly satisfying opportunities, by being attentive and reflective, to help clients achieve broader awareness and deeper perspectives so that they can apply their own knowledge and skills more effectively. When our observations and feedback help clients understand themselves and their organizations in different and deeper ways, they acquire valuable new insights. This enables them, either for themselves or for their organizations, to distinguish who they are from what they wish to become and then to begin moving purposefully and confidently from where they are to where they want ultimately to be.

Sterling & Selesnick's Integrated Consulting Services Offerings

Group Facilitation. When facilitating one of your groups, we establish a supportive presence by selectively feeding back to them our observations on their process. This gives your group an opportunity to view its meeting dynamics from our neutral outsider perspective. It gives us a chance to model awareness-building and energy-mobilizing behaviors that your group can eventually learn to use to facilitate its own decision processes. What distinguishes us from most other facilitators is our supportive presence and our use of selective observational feedback to rapidly build self-aware, self-energizing and *self-facilitating* groups.

Strategic Planning. Our strategic planning assistance typically includes designing, facilitating and documenting the results of one or more planning meetings and then helping senior managers decide whether, when and how to implement the planning group(s)' recommendations. These meetings are usually attended by members of the organization with formal authority or delegated responsibility for making recommendations on the organization's overall mission, vision for its future, core values, key priorities and goals, implementation action strategies, performance metrics and plan monitoring and adjustment procedures. When appropriate and feasible, we also interview the client organization's key stakeholders either individually or in small groups.

Leadership Development. To identify the right leadership competencies for your organization we would typically use an appropriate combination of behavior interviews, focus groups, expert panels, questionnaire surveys, leadership competency dictionaries and published competency studies of similar leadership roles as well as our own leadership competencies inventory, depending on the level of accuracy and the degree of customization required. If it proves necessary to go beyond the review of secondary source materials because of the unique nature of your organization's key leadership position(s), we would conduct original research to develop a behaviorally anchored leadership competency profile(s) customized to your organization's key leadership role(s). We would also show your organization how to use the resulting customized leadership competency profile(s) to refine its leadership selection and placement systems and to unify and integrate its leadership development and performance management programs.

Executive Coaching. We typically begin the coaching process by interviewing the executive, their immediate supervisor, and sometimes the HRM Director to assess the executive's current opportunities and challenges, define the nature and scope of the coaching purpose and relationship, identify action priorities and develop a time-phased and goal-directed coaching plan. The resulting plan focuses on the individual executive's individual developmental needs in the context of the organization's strategic priorities and the particular leadership needs those priorities dictate. Throughout the coaching process, we use tailored assessment instruments (e.g., 360 feedback) to give the executive objective information that can: enhance self-awareness and awareness of others in varying circumstances; provide a benchmark for creating focused coaching goals and practical coaching strategies; and offer a method for identifying and learning from any blocks to the executive's progress. We also use concepts, models, principles and typologies drawn from management literature and the behavioral sciences to foster shifts in the executive's perspective, promote fresh insights, provide new frameworks for looking at opportunities and challenges, and help structure and focus the executive's self-directed improvement actions.

Team Development. Our team development assignments typically begin with the drafting of an agreement between us and the client organization detailing the respective roles we and they will play in: gathering and analyzing relevant data; developing diagnostic conclusions and improvement recommendations; and determining jointly whether, when and how team development intervention(s) should be designed and delivered. We then proceed with the implementation of one or more team development intervention(s) focused on real organizational issues and specific operating results required of the team. The practical hands-on teamwork provides valuable skill-building opportunities for your team leaders. They learn how to leverage team strengths and manage team morale and productivity for required results.

Process Improvement. Our process improvement consulting assistance includes: a team education element which provides instruction in the tools, techniques and procedures of process mapping, analysis and re-design; and a team facilitation element which includes one or more process improvement working sessions that can be facilitated over a few consecutive days or several weeks, depending on the scope, complexity and sensitivity of the team's process improvement challenge. In the facilitation element, we guide work teams or task groups through the analysis and improvement of targeted business processes. We use collaborative techniques to elicit and capture team knowledge about business processes and translate that knowledge into project and design deliverables. These sessions bring together stakeholders, technologists and subject matter experts to collaborate on scoping the improvement effort, defining the measurable targets, mapping and analyzing the business processes, building process and requirements models, identifying desired improvements and developing an action plan for achieving them.

Employee Engagement. Our employee engagement approach is designed to give your organization's managers the authority and accountability that will empower and motivate them, and the tools and skills that will equip and enable them, to involve subordinates regularly and effectively in meaningful efforts to improve your organization's workplace environment. Our employee engagement interventions are designed to help your organization's managers and employees master the use of an action-learning process to develop a widely shared understanding of the improvements that need to be made in the frontline workplace(s), and then to ensure that those improvements are in fact made collectively and in accord with a prioritized action plan.

Change Management. We target our change management interventions to help your organization identify and resolve the people issues that could derail its change efforts. Our change management interventions are designed to help you: conduct an organizational assessment and a "current state" analysis and make the business case for change; identify and describe the organization's desired "future state"; design the basic architecture for the change; identify the stakeholders and stakeholder issues for every element of the change; determine the stakeholders' respective levels of commitment to the transition and their roles in it; develop a plan for identifying and managing all the stakeholder issues; develop and deploy strategies for identifying and addressing challenges to the change and anticipating and minimizing adverse impacts on people; align the new organizational design and performance management systems; align the organizational culture and the desired "future state"; develop and deploy a change management communication plan and an employee development and learning plan; coach managers on how to help employees move through the change process; coach employees on how the change process will affect them personally; identify the needed ongoing support resources for facilitating personal transitions; and develop and implement a plan for continuous change monitoring and evaluation.

Dispute Resolution. We design and facilitate the following alternative dispute resolution (ADR) processes: workplace conciliations and mediations, government-industry regulatory negotiations, labor-management cooperation and partnering initiatives, and interest-based collective bargaining sessions. When facilitating the alternative resolution of disputes, we are expected to serve as a neutral third party that ensures a non adversarial process and a productive dialogue. We bring to this demanding role a high level of ADR experience and specialized knowledge in the various ADR processes, techniques and disciplines. This experience and expertise enable us to help disputants within your sphere of responsibility to produce wise and durable outcomes by ensuring that they learn to value the various non adversarial processes and use them correctly.

Terms and Conditions

The terms and conditions of the Sterling & Selesnick, Inc. MOBIS contract are current through Amendment/Modification #PA-0011, dated February 5, 2013.

Appendix A

Sterling & Selesnick Labor Rates – SIN 874-1 Integrated Consulting Services:

Management or strategy consulting including research, evaluations, studies, analyses, scenarios/simulations, reports, business policy and regulation development assistance, strategy formulation and expert witness services; facilitation and related decision support services; survey services using a variety of methodologies including survey planning, design and development, survey administration, data validation and analysis, reporting and stakeholder briefings; and advisory and assistance services in accordance with FAR 37.203

Labor Category	10/1/2012-9/30/2013	10/1/2013-9/30/2014	10/1/2014-9/30/2015	10/1/2015-9/30/2016	10/1/2016-9/30/2017
Senior Executive Consultant	\$252.71	\$252.71	\$252.71	\$252.71	\$252.71

Appendix B

Sterling & Selesnick Labor Category Description -- SIN 874-1 Integrated Consulting

Services: Management or strategy consulting including research, evaluations, studies, analyses, scenarios/simulations, reports, business policy and regulation development assistance, strategy formulation and expert witness services; facilitation and related decision support services; survey services using a variety of methodologies including survey planning, design and development, survey administration, data validation and analysis, reporting and stakeholder briefings; and advisory and assistance services in accordance with FAR 37.203

Labor Category – Senior Executive Consultant: Subject matter expert accountable for delivery on large and complex projects, including serving as coach and management consultant to client organizations' senior executives. Bachelor's degree and training in organizational development, conflict management, organizational psychology, group facilitation and developmental coaching; 15+ years of experience providing organizational and management consulting services to government agencies and/or private-sector organizations.

Appendix C

Service Contract Act (SCA) Applicability Statement: The Service Contract Act (SCA) is applicable to this contract as it applies to the entire 00CORP: Professional Services 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.