



Allegheny County Department of Human Services

RFP Response Form

RFP to Develop and Conduct a Leadership Development Series for DHS Supervisory, Management and Leadership Staff

PROPOSER INFORMATION

Proposer Name: CEEKC LLC

Authorized Representative Name & Title: Steve Wiley, President

Address: 113 Ballatore Court, Cary, NC 27519

Telephone: 919-724-7114

Email: steviewiley@ceekllc.com

Website: www.ceekllc.com

Legal Status: ☒ For-Profit ☐ Nonprofit ☐ Sole Proprietor/Individual ☐ Partnership

Women Owned: ☐ Yes ☒ No

Minority Owned: ☐ Yes ☒ No

If yes, select the ethnicity:

- | | |
|--|---|
| <input type="checkbox"/> American Indian or Alaska Native | <input type="checkbox"/> Black or of African decent |
| <input type="checkbox"/> Hispanic or Latino/a | <input type="checkbox"/> Native Hawaiian/Pacific Islander |
| <input type="checkbox"/> Western Asian/Middle Eastern | <input type="checkbox"/> East Asian/Far Eastern |
| <input type="checkbox"/> South Asian/Indian (Subcontinent) | <input type="checkbox"/> Southeast Asian |
| <input type="checkbox"/> Other Asian | <input type="checkbox"/> Multi-racial |

Self-Describe: [Click here to enter text.](#)

Faith Based: ☐ Yes ☒ No

Partners included in this Proposal: **SurePeople, VBC Consulting, Roots in the Clouds**

How did you hear about this RFP? *Please be specific.* Found it on ...

Bonfire Vendor Portal (<https://vendor.bonfirehub.com/>)

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PROPOSAL INFORMATION

Total dollar amount requested: Click here to enter text.

Proposal summary (*please use only one sentence*):

CEEK offers a customizable leadership development program that includes insightful leadership assessments, engaging training workshops (in-person or virtual), and expert leadership coaching supported by a wealth of asynchronous learning content that will empower supervisors, managers, and leaders to enhance leadership competency and garner trust in pursuit of SMART goals and objectives.

REQUIRED CONTACTS

	Name	Phone	Email
Chief Executive Officer	Steve Wiley	919-724-7114	stevewiley@ceekllc.com
Contract Processing Contact	Dana Stewart		
Chief Information Officer	Whitley Carson		
Chief Financial Officer	Steve Wiley	919-724-7114	stevewiley@ceekllc.com
MPER Contact*	Dana Stewart		

* [MPER](#) is DHS's provider and contract management system. Please list an administrative contact to update and manage this system for your agency.

BOARD INFORMATION

* For the Board Chairperson, you must list an address, phone and email address different than the organization.

Not applicable as CEEK does not have a Board.

Board Chairperson Name & Title: Click here to enter text.

Board Chairperson Address: Click here to enter text.

Board Chairperson Telephone: Click here to enter text.

Board Chairperson Email: Partners included in this Proposal: Click here to enter text.

How did you hear about this RFP? *Please be specific.* Bonfire Vendor Portal (<https://vendor.bonfirehub.com/>)

REFERENCES

Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization. *Please do not use employees of the Allegheny County Department of Human Services as references.*

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1. [REDACTED] – Leadership Development & Training, National Association of Community Health Centers, [REDACTED]
2. [REDACTED] Schuler Solutions supporting National Institutes of Health (NIH), [REDACTED]
3. [REDACTED], National Institute of Environmental Health Sciences (NIEHS), [REDACTED]
[REDACTED]

While CEEK has leveraged SurePeople Assessments and Content in service of two of the three clients listed above, we also encourage Allegheny County to consider the testimonials of other similar clients who have benefited from the SurePeople platform and assessments. Here are some relevant testimonials:

- [REDACTED]
- [REDACTED]
- [REDACTED]
[REDACTED]

CERTIFICATION

Please check the following before submitting your Proposal, as applicable:

☒ I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination, HIPAA and Pennsylvania's Right-to-Know Law.

☒ By submitting this Proposal, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

Choose one:

☒ My Proposal contains information that is either a trade secret or confidential proprietary information and I have included a written statement signed by an authorized representative identifying those portions or parts of my Proposal and providing contact information.

OR

☐ My Proposal does not contain information that is either a trade secret or confidential proprietary information.

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ATTACHMENTS

Please submit the following attachments with your Response Form. Attachments do not count towards the page limit for your Proposal.

- Example of a past curricula and/or training plans
- Proposed curriculum
- Facilitator CVs
- Partner commitment letters, if applicable
- MWDBE and VOSB documents (*see Sections 6.1 and 6.2 of the RFP for more details*)
- W-9 (*template available on the available on the RFP Opportunity Page*)

REQUIREMENTS

Please respond to the following. The maximum score a Proposal can receive is 110 points. Your response to this section should not exceed 12 pages. (Pages 1-3 are not included in the page count).

NOTE – CEEK highlighted the prompts from DHS in Red Text to distinguish these prompts from our responses.

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Organizational Experience (35 points)

1. Describe your organization's experience providing training that prepares newly promoted supervisors, managers, and leaders. (10 points)

Founded in 2013, CEEK helps organizations redefine and pursue wellness. We define organizational wellness as an engaged and inspired workforce serving a growing or otherwise successful organization. We believe that an intentional, values-based leadership culture is the glue between an engaged workforce and a successful organization. We offer leadership development assessments, training, workshops, and coaching services—all driven in pursuit of high-performing individuals, teams, and organizations. Since our inception, CEEK has supported over 100 public and private sector organizations on hundreds of distinct contracts and task orders driven to develop leaders and empower teams in advancement of organizational objectives and associated leadership initiatives.

To offer DHS a comprehensive solution and diverse pool of trainers and coaches, CEEK engaged long-standing partners SurePeople, VBC Consulting, and Roots in the Clouds. The following table summarizes five recent and relevant client engagements in which CEEK provided leadership training and coaching services to support newly promoted supervisors, managers, and leaders. Each of these engagements included one or more of the partners we offer to DHS as part of the CEEK Team.

Table 1. Sample of CEEK's Relevant Experience

Client/Contract	Description	Relevant Highlights
National Association of Community Health Centers (NACHC) Leadership Development and Coaching Support Services Contract and related Purchase Orders supporting Federally Qualified Health Centers (ongoing)	NACHC issued a sole-source, contract to CEEK for delivery of individual and group coaching, leadership development programs, and facilitation services to senior leaders and managers who oversee and operate community health centers across the nation.	<ul style="list-style-type: none"> • [REDACTED] • [REDACTED] • [REDACTED] • [REDACTED] • [REDACTED] • [REDACTED]
National Institute of Environmental Health Sciences (NIEHS) Senior Leadership Training and Coaching Support Services Contract (ongoing extension)	NIEHS awarded 19 of 21 competed task orders to CEEK under this indefinite delivery, indefinite quantity contract for Senior Leadership training, coaching, and related consulting services. NIEHS subsequently issued multiple sole-source continuation contracts.	<ul style="list-style-type: none"> • [REDACTED] • [REDACTED] • [REDACTED] • [REDACTED] • [REDACTED]
NIH National Center for Advancing Translational Sciences (NCATS) Leadership Training and Coaching Support Services Contract (as partner to Schuler Solutions) (ongoing)	NCATS/Schuler engages CEEK to create highly customized, multifaceted leadership training and coaching programs designed to equip front-line supervisors, managers, and team leads with the knowledge, skills, and abilities to lead effectively.	<ul style="list-style-type: none"> • [REDACTED] • [REDACTED] • [REDACTED] • [REDACTED] • [REDACTED] • [REDACTED]
T5 Data Centers Senior Leadership Coaching and Leadership Development Program Contract (ongoing)	On the verge of significant growth, T5 Data Centers engaged CEEK to train and coach rising leaders who are	<ul style="list-style-type: none"> • [REDACTED] • [REDACTED]

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Client/Contract	Description	Relevant Highlights
	transitioning from managerial roles into leadership positions.	<ul style="list-style-type: none"> • [REDACTED] • [REDACTED]
Novavax Master Consulting Contract for Leadership Coaching, Training, Organizational Culture, and Executive Development Services	Novavax engaged CEEK develop a senior leadership development program that empowered team leaders to enhance self-awareness and develop emotional intelligence and associated leadership skills in service to clients and colleagues.	<ul style="list-style-type: none"> • [REDACTED] • [REDACTED] • [REDACTED] • [REDACTED]

In support of these and all leadership development services we offer, CEEK provides our clients access to a diverse roster of coaches from our more than 20 ICF certified options. We filter our customized training programs through the lens of diversity, equity, and inclusion (DEI), ensuring that we adapt to the values and perspectives of our client and individual participants. CEEK also adheres to Section 508 accessibility standards for federal and commercial clients to accommodate individual client needs. Finally, we employ best practice standards for adult learning by designing our leadership programs to build over time. We mix classroom instruction with engaging activities, access to asynchronous content, personal challenges, and dedicated coaching to reinforce development through application and feedback.

2. Describe your organization's experience providing programming that enhances the supervisory, management and leadership competence of existing employees working in a public sector setting, including any relevant example(s) from previous curricula developed and outcomes achieved. (10 points)

Approximately half of CEEK's historic contract revenue has been in support of public sector clients, including three of the five contracts referenced in the prior section. While we promote similar values-based leadership competencies in support of both public and private sector clients, we leverage best practices from both sectors to the benefit of the other. For example, via our public sector work we have developed greater appreciation for coalition-building and inclusiveness as necessary leadership skills in any sector. Similarly, we leverage best practices of leading private sector organizations to enhance goal setting and performance management within both the public and private sectors.

As we have created and delivered leadership training in both the public and private sectors, CEEK has built a library of assessments, workshops, training content, and activities—all codified in dozens of *CEEK a Better Way*® workshops. The adjacent text box highlights a few of our more popular offerings that we deliver virtually or in-person via two-hour, half-day, or full-day sessions. We created [CEEK University](#) as a bundled offering of services to develop and deliver customized leadership development programs for our clients, similar to that sought by DHS. In the following tables, we share examples of leadership development curricula that we designed and delivered for two public sector clients leveraging our library of *CEEK a Better Way*® workshop content tailored to our clients' primary objectives and desired competencies.

Sample CEEK Training Workshops

1. CEEK a Better Way...to Lead People
2. CEEK a Better Way...to Change
3. CEEK a Better Way...to Disagree
4. CEEK a Better Way...to Set Goals
5. CEEK a Better Way...to Communicate
6. CEEK a Better Way...to Give Feedback
7. CEEK a Better Way...to Balance
8. CEEK a Better Way...to Engage
9. CEEK a Better Way...to Build Support
10. CEEK a Better Way...to Include
11. CEEK a Better Way...to Decide
12. CEEK a Better Way...to Trust

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Table 2. CEEK University Leadership Development Program for NACHC

[illegible]

Table 3. CEEK University Leadership Development Program for NIH NCATS

Objective	Competencies Sought
NCATS called on CEEK to design, develop, and deliver a Coaching and Leadership Development Program to equip front-line supervisors, managers, and team leads with the knowledge, skills, and abilities to lead their teams effectively.	<ul style="list-style-type: none"> • Enhance self-awareness and respect for others • Develop capacity to coach and lead others • Improve ability to give feedback and promote accountability • Establish an other-centered, service mindset
CEEK Curricula and Outcomes Achieved	
[REDACTED]	
[REDACTED]	
[REDACTED]	
[REDACTED]	
[REDACTED]	
[REDACTED]	
[REDACTED]	
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	
[REDACTED]	

3. Describe your organization's experience providing leadership and management training and other approaches to ensure staff have tangible strategies and tools they can apply to the leadership and management of their teams. (10 points)

Consistent with best practices for adult-learning, CEEK designs our leadership development programs to progressively build upon content with application and reinforcement of learning between training workshops. We summarize this approach to maximize impact in our GEAR methodology:

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1. **Gather** – Set the context and deliver training during virtual or in-person gatherings.
2. **Expand** – Provide access to related content and learning opportunities between training sessions.
3. **Apply** – Provide challenges or assignments to apply knowledge within respective job functions.
4. **Receive** – Provide a forum to receive and apply feedback between sessions.

The Gather step represents the content that we share, whether in-person or virtual, during workshop sessions. Within the workshop sessions, we prioritize time to apply what is being shared and we provide easy to use and remember tips, graphics, and lists to further promote application. Furthermore, we conclude each session with a challenge to participants, asking each to share a commitment they make to an action or behavior modification as a result of the learning from the session. Here are other intentional steps we employ to promote the application of practical strategies and tools to enhance demonstrated leadership of participants in the supervision and management of their respective teams:

1. **CEEK empowers participants to develop and track SMART goals.** Our SurePeople platform enables participants to document digital, scalable, and trackable personal development plans that they can adapt over time with integrated feedback and support from colleagues.
2. **CEEK supplements in-session training with post-session content.** CEEK and SurePeople maintain a comprehensive library of infographics, videos, articles, and other resources that expand and reinforce learning in the classroom. We provide a tip sheet between sessions as a reminder of strategies to employ.
3. **CEEK assigns participant accountability partners.** CEEK will leverage your peers to assist in efforts to promote accountability to commitments and applied learning. Participants will meet with accountability partners to learn from each other and to help facilitate follow through.
4. **CEEK provides individual coaching to reinforce learning.** Participants will select an ICF-certified coach from our diverse roster. Together, the participant and coach will reinforce training concepts and brainstorm effective strategies for personal application.
5. **CEEK provides actionable guidance in the field of service.** CEEK can assign tasks, reminders, and asynchronous learning directly through the SurePeople mobile app, providing support in the field of service. The tool tracks metrics on the value and impact of accessed information, promoting greater awareness and use to maximize benefit.
6. **CEEK provides a forum for consistent feedback and adaptation.** If concepts and strategies shared are not practical or working effectively, we will adapt. CEEK will solicit feedback within and between workshop sessions. First and foremost, we want to know if strategies shared are feasible and effective.

CEEK surveys our coaching clients during or following engagements. 100% of survey respondents agree with the following statement: “I developed strategies that have or will positively impact my professional career or personal life.” Our ultimate objective is practical, tangible strategies that have an impact.

4. Describe your organization’s experience and approach to developing inclusive curricula for a diverse workforce. (5 points)

CEEK offers a proven, structured approach to the preparation and delivery of leadership development and training programs for our clients. Following a contract award, CEEK works with our clients to clarify objectives, develop the proposed agenda, prepare content, deliver sessions, and measure the impact. We employ the ADDIE framework (Analysis, Design, Development, Implementation, and Evaluation) to maximize the retention and impact of training concepts through learning experiences that adapt to the diverse backgrounds and experiences of the organizations we serve. We dedicate time during the Analysis phase to understand the diversity of the workforce and we work with our clients to ensure we design and develop inclusive curricula, content, and activities that reflect that diversity and honor differences among

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colleagues. At CEEK, we value and promote empathy as a critical requirement for leaders—a willingness to view and consider issues, challenges, thoughts, and emotions from the perspective of another.

CEEK also offers specialized expertise, training, and coaching that will promote diversity, equity, and inclusion in the culture of an organization and the mindset of individual leaders. The following list represents examples of relevant engagements and specialized expertise we offer:

- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]

CEEK also offers specialized expertise in the application of Section 508 of the Rehabilitation Act. We have been engaged by clients to ensure compliance of reports, presentations, and other deliverables. In support of DHS, we will be sure to appropriately accommodate to the needs of program participants to ensure an inclusive learning environment.

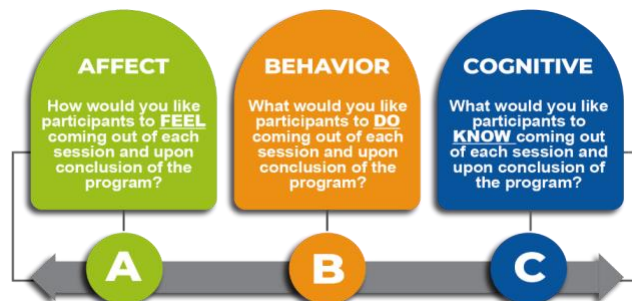
Implementation (30 points)

5. Attach your organization's proposed curriculum for each training and a description of your training plan, including your proposed approach. (20 points)

As previously mentioned, CEEK employs the ADDIE instructional design framework to develop leadership programs tailored to the culture, values, competencies, and demographics of the organizations, leadership, and workforces that we serve.

CEEK's proposed Program Manager and Design Leads will collaborate closely with our DHS counterparts to clarify objectives and competencies sought for supervisors, managers, and leaders. With DHS input and approval, we will interview and/or survey staff to understand perceptions and competency gaps. As conveyed in Figure 1, we leverage our ABCs of Program Development to clarify objectives for the program and each training workshop.

Figure 1. The ABC's of Program Development



Based on information shared in the RFP, the content below shares our draft summary of the primary objectives and proposed agenda for the Leadership Development Program. As requested, we separately provide a more detailed description of the Proposed Curricula as Attachment 2, including a summary of tailored content for supervisor, manager, and leader cohorts. This summary includes the integration and use of the SurePeople platform for assessments, asynchronous content, and establishing and tracking SMART personal development goals through the SurePeople Blueprint. CEEK will collaborate with DHS to update our proposed curricula and approach based on observations and feedback received from DHS.

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DRAFT DHS LEADERSHIP DEVELOPMENT PROGRAM

Objective: Clarify, develop, and intentionally apply the leadership competencies that will empower DHS supervisors, managers, and leaders to:

1. Understand and model leadership that serves others, builds trust, and promotes inclusivity.
2. Enhance self-awareness while building a foundation of strong social and emotional intelligence skills.
3. Define SMART goals and organize, inspire, and empower colleagues in shared pursuit of those goals.
4. Build a culture of accountability through effective feedback and performance management.

Proposed Agenda: Below is a draft agenda for a series of five training workshops proposed. We anticipate delivering a tailored version of the first four workshops to each of the three cohort groups (supervisors, managers, and leaders). We offer a fifth workshop for the leader's cohort to further deliver content on how to intentionally model a culture of other-centered leadership throughout the organization.

1. Session 1 – Set the Foundation of Leadership and Trust (~4 hours, in-person preferred)

- a. Review individual and group objectives and assess the degree of engagement.
- b. Define leadership and discuss why it matters and how it impacts our organization.
- c. Introduce participants to the foundation of leadership, our [5-Y's](#), and the trust equation.
- d. Assess the relationship of leadership and trust to diversity and inclusion.

2. Session 2 – Enhance Self-Awareness and Emotional/Social Intelligence (~2.5 hours virtual)

- a. Review the Prism and Predictive Index Assessments to enhance self and group awareness.
- b. Unpack emotional intelligence skills and authenticity to demonstrate vulnerability and engagement of colleagues.
- c. Practice position appropriate, role-based scenarios and develop associated action plans.
- d. Define boundaries and operating norms to promote authentic wholeness and self-care.

3. Session 3 – Establish Clear Goals and Fulfillment Strategies (~2.5 hours virtual)

- a. Introduce SMART as a framework for Goals (participants will come prepared with a goal).
- b. Assess and rewrite goal as appropriate to align with the SMART framework.
- c. Decompose goals into objectives and initiatives/actions assigned in an accountability matrix.
- d. Unpack directive and collaborative leadership, and variations between, to inspire to shared goals.

4. Session 4 – Build a Culture of Feedback and Accountability (~2.5 hours in person preferred)

- a. Introduce effective requests, strong commitments, and conversations to enhance reliability.
- b. Define operating norms and practice conversations to promote a culture of accountability.
- c. Unpack 360 assessments as an opportunity to model receptiveness to feedback.
- d. Share tips on giving feedback employing positive psychology and the Situation Behavior Impact Request (SBIR) method.

5. Session 5 – Model an Other-Centered Leadership Culture (~2.5 hours virtual)

- a. Introduce the concept of intentional culture plans and differentiate between types of values.
- b. Define behavioral standards for application of values (review Values-Alignment Index results).
- c. Brainstorm creative application of values to serve colleagues and Allegheny County residents.
- d. Define and own role to continually assess and sustain the culture—do the work!

CEEK recommends delivery of the leadership development program over a period of approximately six to eight months for each cohort. We find that four to six weeks between scheduled workshops allows sufficient time for application while maintaining momentum in continuous development (as opposed to quarterly sessions). We would plan to deliver support to five cohorts of approximately 40 supervisors, three cohorts of approximately 30 managers, and two cohorts of approximately 20 leaders over the three-year period of performance. In all cases, we will enroll participants in the SurePeople platform and app,

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providing access to program content, asynchronous learning materials, the Prism psychometric assessment, two iterations of a multi-rater 360 assessment (including emotional intelligence competencies), relationship advisor, and a personal development plan template to capture and track progress toward SMART goals. We will integrate findings from Predictive Index, for cohorts that have taken the assessment. We also provide coaching support to each participant to, at a minimum, assist with processing assessments and creating a personal development plan. Table 4 summarizes the services provided to each cohort type, as well as general products and services provided more broadly.

Table 4. CEEK tailors our offering to each of the three cohorts

Service	Quantity Per Cohort		
	Supervisor	Manager	Leader
SurePeople Prism Portrait	40	30	20
SurePeople 360 Assessment (pre/post)	80	60	40
Two and a Half-Hour Training Workshop	4	3	4
Four-Hour Training Workshop	0	1	1
Coaching Sessions per Participant	2	3	4
Asynchronous learning content (hours)	4-6	6-8	8-10
SurePeople Platform and Mobile App	Up to 300 participants		
Project Management	192 hours weighted in year 1, then 3		
Consulting (Analysis and Design)	156 hours weighted in year 1, then 3		
Values Alignment Survey (Hypocrisy Index)	Issued once annually, as approved		

6. Provide a detailed timeline for the design and implementation of the training, including dates and objectives for significant tasks. (5 points)

Figure 2 provides a high-level timeline for delivery of the program in accordance with our ADDIE life-cycle phases. As conveyed, we intend to spend most of the first quarter collaborating with DHS to review and update goals, objectives, agenda, content, and associated communications. We would plan to deliver three cohorts in Year 1—one each for supervisors, managers, and executives. Leveraging our Level 1 and 2 Kirkpatrick Model feedback, we will facilitate a retrospective with DHS and adjust the program agenda, roadmap, and content as warranted before repeating delivery.

Figure 2. CEEK's Proposed Timeline

Task/Activity	Year 1				Year 2				Year 3			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Program Analysis, Design, and Development												
Document Program Goals & Objectives												
Update Program Agenda & Roadmap												
Document Program Evaluation Strategy												
Prepare/Send Intro Comms & Pre-Work												
Platform & Assessment Administration												
Program Implementation												
Deliver Supervisor Cohorts												
Deliver Manager Cohorts												
Deliver Leader Cohorts												
Provide Coaching Support												
Provide Asynchronous Content & Support												
Program Evaluation												
Issue Pulse Surveys												
Issue Interim & Post Program Surveys												
Issue Pre & Post Program 360 Surveys												
Issue Values Alignment/HI Survey												
Facilitate Retrospective/Lessons Learned												
Program Management												
Kick Off Program												
Provide Monthly Eval & Status Report/Mtgs.												
Coordinate Activities with DHS												
Track and Report Expenses & Invoices												

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Table 4 summarizes the primary deliverables CEEK will provide as output of the initial Analysis, Design, and Development activities shown in Figure 2. We will work with DHS L&D to confirm and/or update these deliverables and expected delivery dates as appropriate during a kick-off meeting and throughout execution.

Table 4. CEEK Analysis, Design, and Development Deliverables

Deliverable	Description	Estimated Delivery Date
Leadership Program Goals and Objectives	Includes a clearly stated program objective and description, as well as a summary of the ABCs.	Draft – within two weeks of program kick-off meeting. Final – within one week of completing data collection.
Overarching Leadership Program Agenda and Roadmap	Provides an updated program outline, agenda, and schedule for the series of workshops and associated assessments and coaching by category (supervisor, manager, leader).	Draft – within two weeks of acceptance of final Program Goals and Objectives. Final – within three days of the receipt of feedback from DHS.
Leadership Program Evaluation Strategy	Defines the approach to capture, distribute, and evaluate quality feedback and impact data throughout the program.	Draft – within two weeks of acceptance of Overarching Program Agenda/Roadmap. Final – within three days of the receipt of feedback from DHS.
Introductory Communication and Pre-Work Assignments	Offers DHS suggested messaging to welcome participants, clarify expectations, and detail any assignments in preparation to kick off each cohort.	Draft – at least four weeks before the first scheduled session for each cohort. Final – within two days of receipt of feedback from DHS.
Platform and Assessment Administration and Distribution	Complete the steps necessary to set up the SurePeople platform and to issue access and assessments to participants prior to the kick-off of each cohort.	Access, assessment(s), and guidance issued at least three weeks before the first scheduled session for each cohort.

7. Describe your organization's plan for collaboration with DHS for implementation of the training. (5 points)

CEEK knows from experience that **collaboration** is critical to the effectiveness of any leadership development program. Upon award we will set up recurring working sessions with our DHS counterparts to support the analysis, design, development, implementation, and continuous evaluation of the program. During the initial analysis phase, we gather information and interview leadership and representative staff to clarify objectives and ensure we understand the values, culture, and associated leadership competencies desired, as well as associated inclusion requirements. We will update our proposed agenda and curriculum based on what we discover and review the updates and rationale with DHS.

Once our proposed agenda is approved, we will gather and share with DHS examples from our repository of *CEEK a Better Way*® workshop content for delivery. We will collaborate to tailor workshop examples that are of greatest relevance to supervisors, managers, and leaders.

Finally, we will survey program participants during and following program delivery to identify opportunities for improvements. CEEK will share all survey results with DHS and collaborate to brainstorm ideas to address any areas for improved delivery.

Staffing (20 points)

8. Describe your organization's proposed staffing plan, including a description of key staff roles and responsibilities. (10 points)

CEEK offers a diverse and talented pool of more than 20 coaches, facilitators, trainers, and organizational development consultants to support the leadership development, training, and facilitation needs of our clients from any location around the globe. With our partners SurePeople, VBC Consulting, and Roots in the Clouds, we offer the depth of capabilities and diversity of background to address the full scope of




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work and leadership competencies sought across DHS. Table 5 summarizes the primary roles, responsibilities, and qualifications of key staff we offer to ensure the success of the DHS Leadership Development Series.

Table 5. Summary of CEEK's Staffing Plan

Resource	Role/Responsibility	Qualification Highlights
	Program Manager and Trainer – Will serve as primary point of contact for DHS and coordinate all design and delivery activities across the CEEK Team. Will serve as a trainer for delivery of content aligned with expertise.	<ul style="list-style-type: none"> Served as Program Manager for CEEK Leadership contracts with NACHC, NIH, and EPA ICF PCC with an Advanced Coaching Certificate More than 20 years of government experience in team building, leadership development, and client relations Served as Chief People Officer for 700-person organization Master's degree in educational technology leadership
	Program Design Co-Lead and Trainer – Will lead the program analysis and design phase to understand and represent desired competencies and inclusion requirements. Will serve as a trainer for delivery of content.	<ul style="list-style-type: none"> Designed leadership programs for NIEHS, NACHC, T5 and dozens of CEEK a Better Way training workshops ICF ACC with more than 800 delivered sessions 27+ years of experience in progressive leadership Author of Amazon #1 Best Seller, <i>Navigate Chaos</i> Master's degree in engineering management Native of Allegheny County in Pittsburgh
	Program Design Co-Lead and Trainer – Will lead the program analysis and design phase to understand and represent desired competencies and inclusion requirements. Will serve as a trainer for delivery of content.	<ul style="list-style-type: none"> Designed and delivered leadership programs and training in support of 12+ public sector clients ICF ACC with leadership coaching certificate from George Mason University Former U.S. Army Captain with 30+ years in leadership, organizational development, culture, communication support, team building, and DEI. Master of Business Administration (MBA) with Executive Leadership certification from Cornell
	Program Assessments Lead and Trainer – Will lead activities to align, issue, track, and report on assessments and evaluations throughout the program. Will serve as a trainer for delivery of content aligned with expertise.	<ul style="list-style-type: none"> Issues and tracks Prism and related assessments supporting NACHC, NIH, and other CEEK clients ICF ACC with a master's degree in education from Wake Forest University 15+ years' experience in Learning Theory, Workshop Development, Training, and Project Management Specialized expertise in adapting to neurodiverse mindsets and how they influence behavior and learning
	Program Trainer and Coach Will serve as a trainer for delivery of content aligned with expertise and as one of our leadership coach options for program participants.	<ul style="list-style-type: none"> ICF executive coach certified in applied positive psychology and m-PEAK mindful performance Designed and launched the Daring Leaders Project during nearly 20-year career in the federal government Author of Amazon #1 Best Seller, <i>Tell Me My Story</i>, empowering humanitarians in trauma-exposed jobs Holds a J.D. of law and bachelor's degree in Institutions
	Program Coach Representative of our broader pool of resources available as another leadership coach option for program participants.	<ul style="list-style-type: none"> ICF PCC certified and adjunct professor in business and change at Trinity Washington University Delivers coaching and training services for CEEK clients at NIH, NACHC, NIEHS, Novavax, and BAE. 25+ years of HR experience at Coca-Cola, AT&T, NCR Corporation, EY, and W.R. Grace & Co Hold MBA from George Washington University in Human Resource Management

RFP to Develop and Conduct a Leadership Development Series for DHS Supervisory, Management and Leadership Staff

Resource	Role/Responsibility	Qualification Highlights
	Program Accessibility Specialist and Coach – Will lead efforts to ensure accessibility of CEEK products services. Also serves as another leadership coach option for program participants.	<ul style="list-style-type: none"> Leads all CEEK creative design and documentation services to include 508 compliance Certified leadership coach providing coaching consulting in the public sector to NIH, NIEHS, FDA, NACHC, EPA, and DFAS 14+ years in government consulting with specialized expertise in organizational development, graphic design, and workshop logistics and facilitation Master of English from NC State University
	Program Platform Lead Asynch Content Specialist – Will manage implementation of the platform app ensuring access for all program participants to tools and program content.	<ul style="list-style-type: none"> SurePeople Senior VP of Content Leads overall development and implementation of SurePeople's growing content ecosystem Provides access to world-class learning programs designed to elevate individual, team, and organizational performance
	Client Success Lead – Serves as the primary point of contact to triage and resolve any issues the DHS program participants may have with the SurePeople platform, mobile app, assessments, and associated content and services.	<ul style="list-style-type: none"> SurePeople Senior VP, Client Success More than 15 years of customer service experience with expertise in training, team management, employee development, process improvement, and quality assurance Leads all client implementations and supports the company's renewal activity

While the first seven individuals listed in Table 5 are certified leadership coaches available to provide coaching support to any of the anticipated 300 program participants, CEEK can further draw from our expanded roster to offer more options as necessary. CEEK is able to accommodate the diversity of styles, preferences, and needs of DHS employees to ensure effective collaboration and support through coaching. As requested, DHS can further assess the qualifications of our proposed staff via the separately attached *CEEK-Attachment 3-Facilitator CVs*.

9. Describe your organization's plan to recruit & retain dedicated, qualified & diverse staff to coordinate & facilitate the training. Provide a CV for each. (10 points)

As conveyed in response to the previous prompt, CEEK maintains a diverse and talented pool of more than 20 coaches, facilitators, and trainers. We separately attached the resumes or bios of seven key staff members who are all certified coaches and experienced trainers employed by or partnered with CEEK for four or more years. In addition to our existing roster of trainers and coaches, CEEK has facilitated introductory discussions and collected resumes from more than 50 trainers, coaches, and consultants who are interested in employment with, or consulting support to, CEEK. Leveraging our existing roster and repository of interested employees or partner consultants, CEEK has always been able to fill open positions or training needs of our clients, typically within two weeks.

If an unmet need were to arise, CEEK has secured access to recruiting support to assist in publicizing opportunities, collecting and screening resumes, and assisting with placement. With a founder who grew up in Allegheny County, CEEK is also intimately familiar with the Greater Pittsburgh area to include many connections for referrals and assistance. **CEEK comfortably commits to fill any open position in service of this contract within two weeks of identified need.**

Though unexpected staff needs are always a possibility, they are rare in the case of CEEK. At CEEK we practice what we preach in terms of engaging and inspiring the workforce. Collectively, we embrace a foundational set of right-to-play (RTP) values that we expect of all employees. Also known as our [Five Y's of Leadership](#), these values represent those characteristics that we strive to model every day as

RFP to Develop and Conduct a Leadership Development Series for DHS Supervisory, Management and Leadership Staff

proponents of other-centered, values-based leadership. CEEK also defines a set of core values that serve to differentiate our organization in service to our clients, colleagues, community, and company. We challenge and support our employees and partners in efforts to *Be ePIC*. DHS will observe and benefit from the *Creative* application of our *Passion*, sustained with *Integrity*. CEEK employees and partners are 100% aligned in our mission and values. Together, we *CEEK a Better Way*®!

Evaluation (15 points)

10. Describe your organization's plan to evaluate each training in the training plan. (5 points)

Consistent with our tagline to *CEEK a Better Way*®, CEEK values and adapts to feedback. As shown in Table 6, we offer an approach to evaluate the perceived quality of each training (Level 1) and the perceived and real impact by and on self (Level 2), colleagues (Level 3), and the organization (Level 4).

Table 6. CEEK's approach to evaluate the quality and impact of our training program

Evaluation Level	Summary of Evaluation Approach
<u>Level 1 - Reaction</u> How did the participants respond to the training?	<ul style="list-style-type: none"> • [Redacted] • [Redacted]
<u>Level 2 - Learning</u> How much did participants learn from the training?	<ul style="list-style-type: none"> • [Redacted] • [Redacted] • [Redacted]
<u>Level 3 - Behavior</u> Has the participant applied what they learned?	<ul style="list-style-type: none"> • [Redacted] • [Redacted] • [Redacted]
<u>Level 4 - Results</u> Has the organization benefitted as a result of the training?	<ul style="list-style-type: none"> • [Redacted] ○ [Redacted] ○ [Redacted]

[Redacted]

11. Describe your organization's plan to share evaluation data with DHS. (5 points)

CEEK will summarize and openly share with DHS all non-identifiable evaluation data that we collect as proposed in Table 6. As previously conveyed, CEEK will prepare and adhere to a Leadership Program Evaluation Strategy approved by DHS. As part of our self-assessment, CEEK offers to report quarterly on the quality, timeliness, and leadership impact of our services. Table 7 highlights a common structure that we offer as service level agreements (SLAs) to ensure we meet expectations of DHS and your Leadership Development Program objectives.

RFP to Develop and Conduct a Leadership Development Series for DHS Supervisory, Management and Leadership Staff

Table 7. CEEK to track and review SLAs quarterly with DHS

Metric	Service Level Agreement	Suggested Monitoring Method
Quality	<ul style="list-style-type: none"> • Average feedback rating of 4.0 or higher on a 5-point scale for every leadership program session. • Average feedback rating of 4.0 or higher on a 5-point scale for every coaching engagement. • All workshop products and materials, following updates from DHS feedback, are deemed of high quality and free of errors or omissions. 	CEEK will provide program participants with a pulse survey following each training session and at the midpoint and conclusion of each cohort. We directly solicit feedback on work product quality.
Timeliness	<ul style="list-style-type: none"> • All milestones, tasks, and deliverables are completed within agreed deadlines, understanding reliance on timely client review and interim feedback. • Schedule provides reasonable time for DHS to review draft documentation. 	CEEK will maintain a project schedule and report on the comparison of actual delivery dates against scheduled delivery dates.
Leadership Impact	<ul style="list-style-type: none"> • Measurably improve the staff perception of demonstrated leadership competencies including supervision quality and leadership fairness, trustworthiness, and support. 	CEEK will issue pre- and post-training 360 assessments and/or Values-Alignment Index surveys.

12. Provide two examples of training evaluations and/or continuous quality improvement processes your organization has implemented. (5 points)

As previously detailed in response to prompt 10, CEEK offers several proven approaches to assess the quality and impact of training programs we deliver. Our approach is enhanced by the integration of assessments, development plans, and evaluations within the SurePeople platform. We can track and report collective progress toward SMART development goals, aggregate assessment of the quality of training, and perceived improvements in leadership and culture more broadly. [REDACTED]

1. [REDACTED]
2. [REDACTED]

Summary – Since our inception, CEEK has supported over 100 public and private sector organizations on hundreds of distinct contracts and task orders driven toward the development of leaders and advancement of organizational objectives. We have partnered with SurePeople to offer an integrated platform of assessments, personal development plans, and asynchronous content providing progressive, ongoing development support personalized to each supervisor, manager, and leader. We offer a diverse and immensely qualified roster of facilitators, trainers, and coaches to inspire and empower DHS supervisors, managers, and leaders in service to their staff and the Allegheny County community. CEEK looks forward to an opportunity to earn your trust and demonstrate the value our services in support of Allegheny County and the DHS mission.

RFP to Develop and Conduct a Leadership Development Series for DHS Supervisory, Management and Leadership Staff

Budget and Budget Narrative (10 points, not included in page count)

13. Attach a detailed line-item budget that reflects a realistic estimate of the costs associated with implementing and evaluating the training. (5 points)

As requested, CEEK separately documented our proposed line-item budget as Attachment 4 of our proposal submission.

14. Provide a budget narrative that clearly explains all assumptions and justifies all line items in the proposed budget. (5 points)

As requested, CEEK has separately documented our proposed budget narrative as Attachment 4 of our proposal submission.



CEEK a Better Way®

Response to Request for Proposal
Develop & Conduct Leadership Development
Series for DHS Supervisory, Management, &
Leadership Staff

ATTACHMENT 4

Budget and Budget Narrative

Submitted: June 6, 2024

Submitted to

Allegheny County Department of Human Services
One Smithfield Street Pittsburgh, PA 15222

Submitted by

CEEK LLC
POC: Steve Wiley, President
919-724-7114
steve.wiley@ceekllc.com

This proposal includes data that shall not be disclosed for any purpose other than to evaluate this proposal. If, however, a contract is awarded to CEEK LLC as a result of—or in connection with—the submission of this data, Allegheny County DHS shall have the right to duplicate, use, or disclose the data to the extent provided in the resulting contract. This restriction does not limit the Allegheny County's right to use information contained in this data if it is obtained from another source without restriction. The data subject to this restriction is contained on each page of this proposal.

Introduction/Cover Letter

June 6, 2024

Allegheny County Department of Human Services (DHS)
One Smithfield Street Pittsburgh, PA 15222

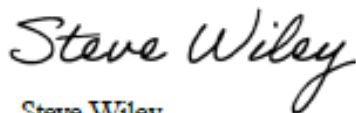
Subject: CEEK LLC response to Request for Proposal: Develop and Conduct a Leadership Development Series for DHS Supervisory, Management and Leadership Staff

Dear Allegheny County DHS,

CEEK helps organizations redefine and pursue wellness. We believe that an intentional, values-based culture demonstrated through strong leadership is the key to organizational success. To further this mission, CEEK provides leadership development training, individual and group assessments and coaching, workgroup facilitation, and related culture and organizational development services—all driven in pursuit of high-performing leaders, teams, and organizations. Since our inception, CEEK has supported over 100 public and private sector organizations on hundreds of distinct contracts and task orders to develop leaders and advance organizational objectives and associated transformation initiatives.

Per instructions provided in the Request for Proposal (RFP), this document provides CEEK's budget and an associated budget narrative for development and delivery of our proposed Allegheny County DHS Leadership Development Series. If you have any questions regarding our proposed budget or any aspect of our proposal, do not hesitate to contact me via the information provided in the signature block below. We appreciate your consideration of CEEK proposal as we look forward to an opportunity to inspire and empower existing and future leaders across DHS.

Sincerely,



Steve Wiley
President, CEEK LLC
steve.wiley@ceekllc.com
(919) 724-7114



1.0 Detailed Line-Item Budget

Prompt 13 of the Allegheny County DHS Proposal Response Form requests the following:

13. Attach a detailed line-item budget that reflects a realistic estimate of the costs associated with implementing and evaluating the training. (5 points)

As detailed in CEEK's proposal, we offer DHS a customized leadership development series for supervisors, managers, and leaders that provides progressive training, support, and application of learning concepts over approximately six to eight months. This support includes a series of assessments, training workshops, coaching, and asynchronous learning and reflection. This section summarizes our line item rates for the associated products and services and provides a buildup of our proposed budget by line-item and contract year.

Table 1 summarizes the unit pricing for each of the individual line-item products and services GEEK offers. In recognition of the compelling public service mission of DHS, GEEK offers discounts from our standard pricing ranging from 10% to 40%. Furthermore, as conveyed in our proposal, we are offering approximately 2.5-hour training workshops at the pricing for our Two-Hour sessions. This is to maximize the value and impact of time with the participants while offering further pricing discounts. With the purchase of the SurePeople Knowledge Center platform and app, we provide DHS up to 300 Prism Portraits, Team Profile Reports, and unlimited 360 assessments (we anticipate two 360 assessments for each participant to assess the impact of the program on associated leadership competencies). Thus, we show a 100% discount, or no additional charge, for the Prism Portraits, Team Profiles, and survey-based 360 Assessments.

Table 1. CEEK. Services and Discounted Line-Item Rates

Product or Service	Standard Rate	Discount	Proposed Rate
SurePeople Prism Portrait & Team Profile			
SurePeople 360 Assessments			
Two-Hour Training Workshop (~2.5 hours)			
Four-Hour Training Workshop			
Individual Coaching Session			
SurePeople Knowledge Center Platform & App			
Project Management & Consulting (Hourly)			
Values Alignment Index (aka Hypocrisy Index)			

Table 2 summarizes the quantity of products and services for each cohort of supervisors (40 participants), managers (30 participants), and leaders (20 participants). While GEEK will deliver similar content to each cohort through a series of four planned workshops, we include a lengthier four-hour workshop for managers and leaders, adding time to focus on leading leaders. And we include a 5• workshop for the leader cohort to challenge them more broadly in building and modeling a culture of other-centered leadership. We also adapt the number of personal coaching sessions for each participant across the three different cohort types.

Table 2. Quantity and Cost of the Leadership Development Series for Each Cohort

Product or Service	Quantity Per Cohort		
	Sop	Mgr	Ldr
Participants Per Cohort	40	30	20
SurePeople Prism Portrait	40	30	20
SurePeople 360 Assessment (pre and post)	80	60	40
Two-Hour Training Workshop (~ 2.5 hours)	4	3	4
Four-Hour Training Workshop	0	1	1
Individual Coaching Sessions	2	3	4



Based on the line-item rates in Table 1 and the quantity of products and services proposed for each cohort as shown in Table 2, we summarize the total cost per cohort in Table 3. These costs do not include cross program products and services, such as the cost of the SurePeople platform which enables us to provide the Prism and 360 Assessments at no additional charge for each participant.

Table 3. Proposed Cost Per Cohort

Product or Service	Rate	Cost Per Cohort		
		Sup	Mgr	Ldr
Participants Per Cohort				
SurePeople Prism Portrait				
SurePeople 360 Assessment (pre and post)				
Two-Hour Training Workshop (~2.5 hours)				
Four-Hour Training Workshop				
Individual Coaching Sessions				
Total Cost Per Cohort				

Table 4 summarizes the total proposed budget for delivery of the Leadership Development Series to all cohorts (five for supervisors, two for managers, and two for leaders) over the three-year period of performance. In this case, we include the cost of the SurePeople Platform as well as associated Project Management and Consulting services and our annual Values Alignment assessment.

Table 4. Proposed Three-Year Budget for all Cohorts

Product or Service	Rate	Qty	Total Cost
Supervisor Cohort (~40 participants)			
Manager Cohort (~30 participants)			
Leader Cohort (~20 participants)			
SurePeople Platform (less \$3000)			
Project Management (total hours)			
Consulting Services (total hours)			
Values Alignment Index (aka Hypocrisy Index)			
Total Three Year Budget for the Leadership Development Series			\$ 590,100

Finally, Table 5 summarizes the allocation of the total budget across the three-year contract based on our proposed schedule for delivery to each cohort and associated products and services supporting the leadership development series. We first show the allocation of the cost for delivery to each of the cohorts. We anticipate delivering the leadership development series in year one to one supervisor, one manager, and one leader cohort (starting with the leader cohort). We allocate the remaining cohorts across years two and three to balance workload and fit within a \$200K budgetary ceiling for each year.

Table 5. CEEK's Proposed Cost for Full Delivery by Contract Year

Product or Service	Year 1	Year 2	Year 3	Total
Supervisor Cohorts				
Manager Cohorts				
Leader Cohorts				
SurePeople Platform				
Project Management (total hours)				
Consulting Services (total hours)				
Values Alignment Index (aka Hypocrisy Index)				
Total Cost by Year	\$ 196,000	\$ 197,050	\$ 197,050	\$ 590,100
Not to Exceed Travel Budget	\$ 4,000	\$ 2,950	\$ 2,950	\$ 9,900

As shown in Table 5, we allocate costs for the SurePeople platform as well as general project management (PM), consulting services, and an annual Values Alignment Index (also known as the [Hypocrisy Index](#) assessment) survey. Notably, we anticipate a higher need for PM and consulting services in year one as we assess needs, update the program design, and establish necessary communication and oversight support in



collaboration with DHS. While these costs drop in year two, we anticipate a bump in year three as we anticipate additional effort spent collecting and reporting outcome based metrics and closing out the contract to ensure Allegheny County DHS retains access to all program materials as well as the means to provide ongoing training and support through internal means as desired. At CEEK, we desire to empower our clients to continue to build upon and deliver values-based leadership training.

CEEK believes there is value in kicking off and concluding each cohort with in-person training sessions. In an effort to minimize the cost and impact on the schedule of participants, we anticipate delivering the other training workshops virtually. Regardless, our program staff and trainers will travel to Allegheny County for in-person delivery of training workshops as recommended and/or desired by DHS. As shown in the last row of Table 5, CEEK suggests inclusion of a not-to-exceed ceiling for travel costs. As required, CEEK will invoice for any travel expenses in accordance with current [GSA approved per-diem rates](#) for lodging and expenses. If personal vehicles are used for travel, we will invoice for associated costs in accordance with current [GSA Privately Owned Vehicle Mileage Reimbursement](#). **If travel is warranted beyond the not to exceed travel budget specified in Table 5, CEEK agrees to incur such travel costs at our own expense.**

2.0 Budget Narrative

Prompt 14 of the Allegheny County DHS Proposal Response Form requests the following:

14. Provide a budget narrative that clearly explains all assumptions and justifies all line items in the proposed budget. (5 points)

To assist with understanding of the line-items and budget buildup, we included a budget narrative within Section 1 of this attachment. This section further elaborates on contractual matters and key assumptions pertaining to CEEK's proposed budget.

CEEK offers all products and services proposed on a cost reimbursable basis. We will bill for the direct cost proposed for each service delivered in accordance with the line-item prices as shown in Table 1 and the not-to-exceed total costs shown in Tables 4 and 5. To offer this pricing, CEEK assumes the following:

- DHS will provide the facilities necessary for any in-person training workshops and meetings.
- As necessary, DHS will provide sign language interpreters and/or translators for any training workshop or meetings that warrant accommodation for hearing impaired staff or other language translation needs.
- CEEK will invoice for the SurePeople platform at the onset of each contract year.
- CEEK will invoice for services as they are delivered. However, if delivery of a cohort spans across two contract years, CEEK may bill for a workshop, coaching, or assessments to align with the contract year in which preparations were made for delivery of the workshop, coaching, or assessments in an effort to allocate budget appropriately within the ceiling value for each contract year.
- CEEK will invoice for any approved travel within 30 days of when the travel was incurred, at direct cost, in accordance with GSA approved guidance, and approved budgetary ceilings.
- If modifications to workload and delivery requirements reduce the required budget in any given contract year, CEEK may request an increase to the travel budget to accommodate approved and necessary costs for travel so long as DHS approves the travel and the total budget within the contract year does not exceed \$200,000.
- CEEK offers DHS the opportunity to record CEEK training sessions for internal use. Furthermore, in addition to making our training content available on the SurePeople platform, CEEK will post



training content, videos and program materials to the DHS SharePoint portal as desired for future access.

- CEEK retains exclusive rights to our intellectual property to use for other business purposes. However, CEEK grants Allegheny County DHS unlimited use of provided materials (for internal use only). Allegheny County may not externally share or provide content, training, and associated intellectual property outside of specified use for DHS leadership development purposes.
- CEEK, via SurePeople will provide support to DHS and all program participants via the Customer Success Team led by [REDACTED]. This will include clear guidance on submitting support request via direct email, support email, or webforms on the SurePeople website. SurePeople will provide a comprehensive set of Service Level Agreements (SLAs) that will include a commitment to the following:
 - Response to critical issues (e.g. system outage) within 1-hour.
 - All other requests are responded to within the same business day.
 - Should the Customer Success Team not be able to resolve the support issue or request within the first contact, the issue will be escalated to the appropriate SurePeople Representative for further research and resolution.
- If DHS desires to continue to use the SurePeople platform following the three year period of performance, DHS may negotiate directly with SurePeople or CEEK for continued support.
- CEEK will adhere to DHS requirements for tracking and reporting to DHS on the participation of Minority, Women, and Disadvantaged Business Enterprises (MWDBE) engaged in support of contract requirements, including verification of the certified status of partners fulfilling these requirements.

CEEK welcomes the opportunity to review and discuss the applicability of any assumptions we have made. As appropriate, we will tailor assumptions if they are not consistent with Allegheny County's contractual requirement or expectations.



May 24, 2024

CEEK LLC
Attention Steve Wiley
steve.wiley@ceekllc.com
919-724-7114

Subject: Roots in the Cloud Commitment to Partnership

Dear Mr. Wiley,

I send this letter to confirm Roots in the Cloud's exclusive commitment to partner with CEEK in pursuit of the Allegheny County Department of Human Services (DHS) request for proposal for a Leadership Development Series for DHS Supervisory, Management, and Leadership Staff. I appreciate the partnership we've had since September of 2021 and look forward to delivering impactful leadership development training and coaching services again.

As you are aware, I confirm that Roots in the Cloud is certified by the State of Virginia as a small, women owned business and a minority owned business enterprise.

I look forward to the opportunity to collaborate with you and DHS to deliver a training program that will empower fellow humanitarians and leaders at DHS to engage and inspire the workforce in pursuit of mission success and personnel wellness. Thank you for the continued partnership and trust.

Sincerely,

[Redacted Signature]

[Redacted Name]

, Roots in the Clouds, LLC

| www.rootsintheclouds.com



www.rootsintheclouds.com

VBC CONSULTING, LLC

May 22, 2024

CEEK LLC

Attention: Steve Wiley
steve.wiley@ceekllc.com
919-724-7114

Subject: VBC Consulting Commitment to Partnership

Dear Mr. Wiley,

I send this letter to confirm VBC Consulting's exclusive commitment to partner with CEEK in pursuit of the Allegheny County Department of Human Services (DHS) request for proposal for a Leadership Development Series for DHS Supervisory, Management, and Leadership Staff. I appreciate the partnership we've had since June of 2020 and am confident that we will once again deliver impactful leadership development training and coaching services.

As you are aware, I confirm that VBC Consulting is certified as a Service Disabled, Veteran-Owned Small Business (SDVOSB). Per your request, I've separately provided my Certificate of Release from Active Duty (DD Form 214). I can also confirm that VBC Consulting has self-certified in the Federal Government's System for Award Management (SAM) as a Minority-Owned, Small Disadvantaged, Women-Owned, Veteran-Owned, Black American Owned, and Service-Disabled Veteran-Owned Business. Furthermore, we initiated the process and are awaiting formal certification as Minority Business Enterprise (MBE) and Women Business Enterprise (WBE) with the Federal Small Business Administration (SBA).

I look forward to the opportunity to collaborate with you and DHS to design and deliver a program that will empower DHS leaders to engage and inspire the workforce in pursuit of mission success. Thank you for the continued partnership and trust.

Sincerely,

[Redacted Signature]

[Redacted Name]

VBC Consulting LLC

[Redacted Address Line 1]

[Redacted Address Line 2]