

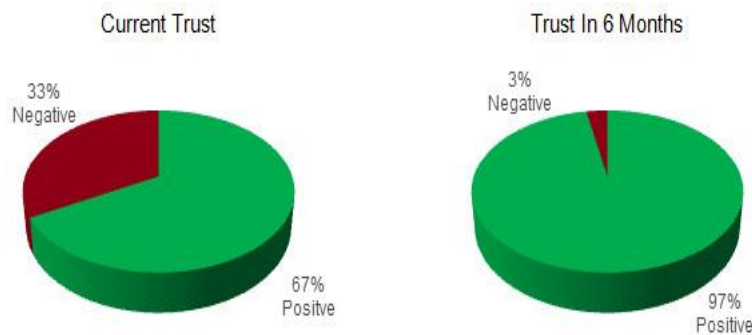


BAYLEY & BENDER
Personal and Organizational Development

www.awarenesspower.com

Capability Statement

*Bayley & Bender, Inc. is a woman-owned small business established in 1989 that specializes in the selection, development and retention of top performing talent that has consistently increased the growth, profitability and productivity of organizations around the world. "Awareness Is Power®" is our internationally recognized leadership/ team building process which runs the gamut from **pre-measurement tools** to post-process evaluation.*



Exemplary results are listed below and discussed in the following sections.

The highly-motivated, aware, and trained workforce vital to your agency's mission will, through the Awareness Is Power® inventory, training and developmental process, be equipped with a greater self-awareness and the skills of masterful communication that overcome obstacles and accomplish company goals. This new awareness is also custom designed to minimize co-worker frustrations and increase the productivity within your organization.



Exemplary Results

Mentor Protégé Agreements with DOD – Team Building Seminar

VSTI & HP	DMG & Chenega Corporation
<ul style="list-style-type: none"> ◆ 100% of the corporate strategic planning goals achieved ◆ 60% growth on a key DOD program to satisfy expanded requirements ◆ Impacting 2500 global intelligence analysts 	<ul style="list-style-type: none"> ◆ 22% increase in annual gross revenues ◆ All milestones were completed; reports were timely, accurate and complete. The mentor and protégé met and exceeded all other expectations of this MP agreement

These quantitative results are backed by quality client experiences, shared below.

Success Story

VSTI and the **Awareness Is Power®** Team Building Seminar as told by Dwayne Robinson, VSTI Former President/CEO



The Executive Leadership Team (ELT) of VSTI participated in a 2-day offsite where all 10 members participated in the Awareness Is Power® Team Building Seminar. We integrated the seminar into our strategic planning session where we defined annual goals for the company and developed sub teams to define and execute the activities necessary to achieve corporate goals.

The seminar was particularly beneficial to our team. Team members learned about strengths, weaknesses, their styles and preferences and comfort levels. Each team member also gained new insights about their colleagues – which greatly improved the effectiveness of our communications. Because of improved communication and insights about each other, our team was able to achieve the annual strategic goals which were pivotal to our success.

Each year, the outcome of the strategic planning session was a formal strategic plan with many goals identified and associated completion dates. In this year, we were able to achieve 100% of the goals that were defined for the company.

For a DOD customer program in the intelligence community, we set and achieved a goal of nearly 60% growth to satisfy expanded requirements. Members of the ELT, recruiting, the VP, and the CTO worked well together through new learning to help

achieve this important corporate goal. The expanded IT system today services over 2500 global intelligence analysts.

The company was also able to achieve the important goal of CMMI Level 3 certification as an outcome of the improved learning at the seminar. Many team members and employees were organized into groups to define and document engineering processes that were eventually certified. This accomplishment enabled the company to qualify for larger federal contracts that required this certification to respond and perform under contract.

Having key members of the company executive leadership team attend the Awareness Is Power® Seminar contributed to substantial growth at VSTI. Largely because the team was able to work better together to execute goals based on new understandings about each members work style and communication preferences. As companies achieve growth, degraded communications can create significant breakdowns and obstacles to success. This seminar would be beneficial to any company that seeks to achieve growth and to develop effective internal and external communications.



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Success Story

DMG & the **Awareness Is Power®** Team Building Seminar as told by **Matthew L. Markley**, Director, Tng & Ops Division T&IS SBU, Chenega Corporation

As part of our Mentor-Protégé relationship, senior leaders from the mentor and protégé participated in the

Awareness Is Power® Team Building Seminar. The Seminar was facilitated by Ms. Pat Bender of Bayley & Bender, Inc. The training and discussions that followed were instrumental in hiring, developing and retaining key personnel. The Protégé was able to integrate this set of strategic actions into their daily business activities allowing them to better support and achieve corporate goals.

The seminar benefited our team. Each team member learned about their strengths, weaknesses, leadership styles, management preferences and stress comfort levels. They also gained insights about their colleagues – which greatly improved the effectiveness of our internal team communications through a core understanding. As a result of our improved communications with each other, our team realized tangible benefits when working together, better appreciation for each other’s opinions and

course of direction as well as practical verbal and email communications.

The protégé was able to work together and achieve the important goal of CMMI Level 2 certification. Many team members and employees were organized into groups to define and document service delivery processes that were approved and certified. This certification enables the company to qualify for larger federal solicitations as a prime and as a subcontractor.

Having key members of the company leadership team attend the Awareness Is Power® Seminar contributed to the success at DMG Federal. The DMG team was able to work better together to establish, refine, and execute actionable steps and achieve company goals based on the understandings about each members work style and communication preferences. As companies achieve growth, ineffective communication may create significant breakdowns and obstacles to success. The Awareness is Power® Seminar can be beneficial to any company that seeks to achieve growth through effective internal and external communications.

Success Story

IBM Corporation and the **Awareness Is Power®** Training as told by an IBM 26 year veteran Global Client Experienced Team Leader

Team Building Process	
◆	67% lack of trust to 97% trust within 6 months
Leadership Excellence Process	
◆	Raised global satisfaction by 3%
◆	Reduced dissatisfaction by 2%
◆	Increased difference between global satisfaction and dissatisfaction by 5%
◆	Closed 25% of the gap to best practices

I achieved a professional goal to raise the visibility of the Client Experience program within the Sales & Delivery teams for my business. I recalibrated my team goals to achieve 25% of our gap to the industry "best practices" in Client Satisfaction. From a corporate viewpoint we’ve raised our satisfaction up 3 percentage points, and reduced



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the volume of global dissatisfaction by 2 percentage points. The latter is an enormous achievement - one client with a negative experience usually spreads their condemnation to 5 colleagues.

From a personal viewpoint, the three things I got from the seminar were:

1) Goal setting is essential at every phase of one's career. I think a level of maturity in one's position can lead to a level of complacency. I was experiencing that, and the seminar refreshed my understanding of "energized" goal setting. While everyone THINKS they understand goal setting, few of us execute, and even fewer of us hold ourselves accountable for our success in executing.

2) Understanding one's own style (using tools like Awareness Is Power®) and that of others can accelerate your accomplishment of goals. This goes to how I was able to put meaningful actions in place for personal and professional goals to be met. Brainstorming about what my style is, and what could really "jangle my chimes" - positive and negative - allowed me to contain and control the situations with colleagues and put together meaningful reward systems for my team and myself. Knowing one critical colleague was a "high D" allowed me to suggest meetings which were coupled with a form of physical activity and competitive goal out there.

3) Negative self talk is a major impediment to even the most senior, competent and professional team member. We are encouraged by media, peers, and our own "tapes in our head" to listen to (best case) self deprecating and (worst case) corrosive self talk. While I felt foolish at the start of this behavior, I did practice the "positive" mantras in the morning and throughout the day. It seemed to gain traction as the days progressed. Confession time, I sometimes laughed at myself doing it, but kept at it. Eventually, I would say that it really did make the difference in how I faced the professional and personal challenges I met.

How Do We Accomplish These Results? Bayley and Bender Innovations

Leadership Development – Awareness Is Power® - A customized process from start to finish offers dramatic improvement of performance and output for every employee.

Participants will:

- ◆ Develop a greater awareness of themselves and others. By knowing each other's strengths, limitations and values, they will learn how to best perform and problem solve as a team.
- ◆ Learn how to lead from both the head and the heart whatever their level in the organization.
- ◆ Learn how to manage stress, tension and negative emotions and understand how these qualities impact others.
- ◆ Learn how to incorporate emotions to enhance decisions, achieve goals, and influence others.
- ◆ Be provided with a series of personal assessments and diagnostic evaluations, information that is both a science and an art, measuring interaction within a dynamic business setting.
- ◆ Develop an understanding of personal needs as well as those of their team members.

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Team Building - Awareness Is Power® involves crafting teams that operate at maximum efficiency and effectiveness, by utilizing a unique process that allows you to:

- ◆ Identify challenges and obstacles within your teams/agency
- ◆ Assess and diagnose how and why a person does what they do
- ◆ Help select the best people for each team
- ◆ Teach employees how to do more with less and have greater flexibility and job enrichment
- ◆ Empower your team to work more effectively with one another by giving them the insight to identify their own issues, goals and objectives and the ability to understand others.
- ◆ Understand what they and their team members need, how they define things, how they communicate effectively, how they work together and what motivates them and their team members

Achieve **World-Class Selling** through **Excellence in Business Development** - Awareness Is Power® - A customized process teaching Business Developers to identify and understand customers' behavioral styles in order to dramatically improve performance and results. Participants will:

- ◆ Develop a greater awareness of themselves and others. They will understand their own unique behavioral style.
- ◆ By knowing each other's strengths, limitations and values, they will learn how to best develop business.
- ◆ Learn to put all elements together so they can become world-class business developers.
- ◆ Take the natural talent they have and combine it with new skills that will make them even better at sales than they have ever been before.
- ◆ Learn how to identify and sell to customers' different behavioral styles.
- ◆ Discover the top secrets to being the best salesperson in the world.
- ◆ Master how to sell with heart.
- ◆ Be empowered to pass the heart test in a heartbeat.

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Other Bayley & Bender Capabilities

Coaching

This personal, one on one relationship with a coach and a mentor delivers measurable results. The goal is to keep the protégé focused on succeeding in both his or her personal life as well as professional career.

Career Choices

If you could have your own Crystal Ball and it told you all about yourself, your own unique talents, the things you need in life to make you happy, a way to find the perfect job for you, would that be of value to you? If so.....attend the **Career Choices Seminar!**

And with your own Crystal Ball discover...

- ◆ Ways to Improve Your Oral Communication and Listening Skills
- ◆ How to Problem Solve a Variety of Situations Successfully
- ◆ Creative Thinking Methods to Motivate You to Reach New Goals
- ◆ Successful Interpersonal Skills & Negotiation Skills
- ◆ The Secret Traits of Leadership
- ◆ Your Job Indicator that will list the jobs that are best suited for your behavioral style and you will uncover the ultimate environment for Career Success for you!

Pre-Hire, Hiring & Retention

Your agency's success begins and ends with the selection of employees who are right for the job. Far too often, agencies hire the wrong people and spend countless hours and thousands of dollars in office and field training only to discover the person is not cut out for the position. Bayley & Bender partners with you, using a series of comprehensive narrative assessments so you can identify top performers before you hire them.

Partial Client List

- | | | |
|--------------------------------|------------------------------|------------------------------|
| ◆ Veterans Affairs | ◆ IBM | ◆ LEAP- US |
| ◆ US Department of Agriculture | ◆ George Mason University | ◆ Department of Justice |
| ◆ US Department of Army | ◆ Chinese Delegation Beijing | ◆ Alcohol Tobacco & Firearms |
| ◆ DOD Mentor Protégé Program | ◆ Administrative College | ◆ Bureau of Prisons |
| | | ◆ Department of Navy |

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Principal

Patricia C. Bender, President of Bayley & Bender, Inc. has worked for 24 years improving the process of teams and leaders around the world. Prior to co-founding B&B, Pat worked for IBM Corporation immediately attaining the Rookie of the Year Award. She continued with a series of rare accomplishments claiming top performance awards for the next 10 years. Pat was honored with the Golden Circle for maintaining performances in the top 2% for four consecutive years. In her final year at IBM, Pat earned the distinguished award “Top Sales Rep in the Country”. After moving into management, she built and trained a sales force which finished as the top team in the country.

NAICS Codes

◆ 541611	Administrative Management and General Management Consulting Services
◆ 541612	Human Resources Consulting Services
◆ 541613	Marketing Consulting Services
◆ 541518	Other Management Consulting Services
◆ 561312	Executive Search Services
◆ 611430	Professional and Management Development Training
◆ 611710	Educational Support Services

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