

# DETAILED CAPABILITY STATEMENT



**Elevate USA Inc.**

**CAGE #: 6B0U9**

**DUNS #: 967527578**

**GSA: GS00F226DA (SIN 874-4)**

**Est. 2007**

## **CERTIFICATIONS:**

SBA WOSB

WBE

WBENC

## **NAICS CODES:**

611430: Professional & Management  
541611: Management Consultant Services  
541612: Human Resources Consulting  
541618: Other Management Consulting  
561410: Document Preparation Services  
561110: Office Administrative Services  
611420: Computer Training  
611699: Miscellaneous Instruction  
519130: Internet Publishing  
518210: Data Processing & Hosting  
541990: Professional & Scientific Services  
611710: Educational Support Services  
711510: Artists, Writers, & Performers  
611519: Technical and Trade Schools  
561320: Temporary Help Services  
561439: Other Business Service Centers  
511210: Software Publishers

## **PSC CODES:**

U008: Training – Curriculum Development  
U012: Training – Technology Training  
U009: Training – General  
D308: IT and Telecom – Programming  
U004: Training – Scientific/Management

## **CONTACT INFO:**

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Prepare Your Workforce to Meet Any Challenge  
Consulting | HR Solutions | Training | Executive Coaching | Assessments | Online Coursework

## **Company Overview**

Elevate USA Inc. is a workforce management, training, and consulting company that specializes in customized solutions, interactive training, executive coaching, account management, and online learning solution delivery. Our programs make staff, managers, and executives more effective contributors to the workplace by assessing organizational knowledge gaps and crafting custom tailored solutions. As a federal WOSB, GSA Contract Holder, and third-party certified WBE, Elevate USA Inc. has been providing consulting, program management, HR resources, training, and coaching to diverse groups in hundreds of topics, over thousands of hours, in the public, private, and non-profit sectors. Recipients of our customized instructor-led on-site and online workforce solutions become more productive, self-reliant, and capable of performing challenging tasks without micromanagement.

## **Core Competencies**

- *250+ instructor-led training topics*
- *7,500+ self-paced online training solutions*
- *Knowledge and skills assessments*
- *HR solutions*
- *Executive coaching*
- *Instructional design*
- *Dedicated LMS delivery integration*
- *Workforce consulting*
- *Innovative custom programs*
- *Instructor-led Web-X*
- *Industry-specific solutions*
- *Project management solutions*
- *Account management*
- *Custom learning materials production*

## **Past Performance**

- *US Armed Forces*
- *US Census Bureau*
- *District of Columbia Taxi Commission*
- *State of New Hampshire Liquor Commission*
- *National Nuclear Security Admin (NNSA)*
- *Defense Threat Reduction Agency*
- *National Geospatial Intelligence Agency*
- *Bureau of Economic Development*
- *Commonwealth of Pennsylvania*
- *Cities of New York & Philadelphia*
- *Dallas Independent School District*
- *Genesee County, NY*
- *Macomb County, MI*
- *Community Partnership of DC*

## **Differentiators**

Our "one stop shop" workforce consultations and solutions cover every aspect of implementation – from paperwork and account management to consulting and instructional design to training implementation. Based on analysis of the specific needs of your organization, Elevate USA Inc. will consult, develop, manage, and implement comprehensive learning and management solutions to plug knowledge gaps. Subject matter experts are available to tackle wide-ranging or industry-specific challenges. Elevate USA Inc. provides practical training, assessment, self-paced online solutions, consulting, and coaching based on real-world scenarios. Clients can expect prompt design and facilitation, tailored solutions and learning objectives, training that educates and engages, and a full suite of follow-up services.



# Elevate USA Inc.



## LEARNING TOPICS:

- Administrative Skills
- Communication Skills
- Conflict & Stress Management Skills
- HR Law Skills
- Presentation Skills
- Sales Skills
- Time Management Skills
- Change Management Skills
- Computer Skills
- Diversity & Inclusion Skills
- Leadership & Management Skills
- Project Management Skills
- Safety/OSHA Skills
- Business/Technical Writing Skills

## RESOURCES:

- Customized Learning Materials
- Reference Guides
- Multimedia Slides
- Workbooks
- Online Follow-Up

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## Consulting Solutions

Elevate USA Inc. employs a team of Subject Matter Experts and consultants that specialize in conducting organization and agency-wide assessments to come up with specialized solutions to address workforce and management knowledge gaps. Upon award of contract, they are dispatched to assess current capabilities and make recommendations for potential programs and remedies. Consulting is results-oriented, continuous, and flexible. Elevate USA Inc. is able to tailor solutions to real-world working scenarios and tweak according to outcomes.

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## Workforce Training

Central to achieving lasting solutions is instructor-led workforce training. Our programs are customized to meet assessed outcomes determined during the consulting phase. We offer over 250 off-the-shelf and customized training solutions. Elevate USA Inc. incorporates the latest gamification techniques to engage learners. By basing learning scenarios on situations learners are familiar with, our instructors encourage them to succeed or fail in a simulated environment that can be used as a teachable moment. Instructor-led training can be put together with as little as two weeks' notice. We also offer instructor-led remote training via Web-X or similar system for geographically diverse workforces.

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## Executive Coaching

Elevate USA Inc. also offers high-level executive and management coaching. These tight-knit sessions are delivered in-person or over the phone in a one-on-one or small group setting. Executive coaching focuses on outcomes. Each coaching participant will start off with a personalized Action Plan that lays out a series of goals and steps to achieve them. Following Action Plans establishes a clear map for success and demands accountability. Coaches help participants discover new ways of thinking, overcome difficult obstacles, and make the best use of their time.

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## Online Coursework

Elevate USA Inc. offers 7,500+ self-paced online courses. These range from soft skills training to technical proficiencies. Online coursework is presented via video lecture or interactive slideshow. Each course comes with a follow-up assessment or quiz to gauge proficiency. Online programs are delivered via the Elevate USA Inc. dedicated Learning Management System (LMS) or can be integrated with an organization's existing LMS. Custom online programs and assessments can also be developed for any topic. Access to the full library is given via annual license. It includes full dashboard access, tracking, search functionality, course recommendations, assignment of unique usernames and passwords for each license, progress tracking, and 24/7 technical support. Bulk licensing options save on license fees.

# Elevate USA Inc.

## Our Management Team

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**Ellen Engel, President:** Capitalizing on entrepreneurial skills and a broad base of knowledge in the legal, management, governmental, and international business fields, Ellen has spent the last decade providing cutting-edge training, workforce consulting, executive coaching, professional training, and assessment solutions to government organizations, professional associations, non-profits, and private industry. In 2007, she founded Elevate USA Inc. as a one-woman business and has expanded it to a global operation, employing 70+ trainers.

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**Mary Beth Walters, Vice President:** Utilizing an exceptional skillset and ability to multitask, Mary Beth unifies the various operations of Elevate USA Inc., serving as a central hub for account management, logistics, project management, and program facilitation. She is a proactive member of the team who brings thoughtful solutions to complex problems and is a go-to source of organization across the company.

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**Carl Flowers, Lead Trainer:** Carl brings a vast technical knowledge to our customized blend of practical training solutions, consulting, and engaging workforce solutions. He is an invaluable voice during each consulting phase to find the best solutions for each desired outcome. Carl exemplifies Elevate USA Inc.'s training style of engagement, practical knowledge, and workforce participation in continuing education.

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**Kate Yu, Instructional Designer:** A longtime teacher, writer, and university lecturer, Kate has taught adults and students of all ages in developed and emerging countries that span the globe; including China, Vietnam, Chile, and the Philippines. As an instructional designer, she combines lessons learned as a teacher with the knowledge of subject matter experts to create workforce solutions that appeal to all demographics, ages, and experience levels.

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**Kyle McCloud, Solutions Specialist:** Kyle is a Trainer and Solutions Specialist, combining an intimate knowledge of over 250 training programs with the needs of our clients. As a Solutions Specialist, Kyle manages client accounts and works closely with clients to establish a workforce solutions plan that will enable them to reach established learning outcomes.

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**Julie Burns, Solutions Specialist:** Julie is an accomplished account executive and Solutions Specialist. She is the forward facing communication between clients and Elevate USA Inc.'s technical solutions personnel. Julie is tasked with matching potential solutions, assessments, training programs, HR practices, executive coaching, and consulting options with the needs of contracting officers based on their desired outcomes.

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# Elevate USA Inc.

## Specialized or "As Requested" Programs

Elevate USA Inc. also organizes a number of extended or off-site specialty workforce training programs that are created "on request" based on the custom needs of the client. These are larger in scope, more specialized, or otherwise unique compared with our other training, coaching, or assessment solutions. Specialized program can tackle any subject or accommodate any goal. Our Subject Matter Experts and Instructional Designers will put their creativity to work. Below you will find a number of programs we have developed and facilitated in the past. More custom programs available on request.

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### Leadership Through Living History



*On the battlefield – Gettysburg Living History*

Elevate USA Inc.'s Leadership Through Living History is a multi-day interactive leadership training program based on lessons taken from great moments in history. Participants will learn the invaluable and practical leadership lessons based on historic decisions that shaped America's past and future. Leadership Through Living History programs can be replicated all over the United States, based on any historical event or figure. The programs include battlefield tours, history lessons, banquets, and interactive lessons based on the decisions, virtues, and vices of personalities that shaped history. Drawing from key figures and events, participants will learn about the strengths and weaknesses of important historical figures, how their bold or rash decisions led to victory or defeat, and how that knowledge can empower them in their work.

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### LIFE Leadership Program

L.I.F.E. teaches interactive leadership lessons through the exercise of starting and growing a department, unit, or agency through its embryonic stages, development, growth, and success. Workshop participants work in teams competing against each other through planned exercises that use the dynamics of leadership, teamwork, communication, finances, time management, and project management skills. A minimum of fifteen people is required. Through planned exercises and challenges each team will compete against the other to complete challenges set by the instructor.

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### Work Is the Cure (6-Month Program)

If your workforce lacks fulfillment and self-esteem, their motivation to excel suffers. This program will give your staff the tools to manage changes in their lives and approach work with a more positive, empowering attitude. We shape work into a positive force in the lives of your staff. This is not an EAP program – it is a program about a total attitude shift. The program includes: One workshop per month (6 total) and two groups of individual coaching sessions per month (12 hours of coaching total) to create a culture of positive change from the "ground-level" staff up to management.

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### Passport to Success



The "Passport to Success" is a milestone system applied over a period of six months that ensures members of staff retain and apply a broad range of skills learned in a series of training workshops. The workshops will be followed by an intensive one-on-one coaching program for individuals that will put them on track to achieving personal and professional goals. Each successful goal will be recorded as a milestone in a "passport" – a document that chronicles their evolving skills and proficiency as learners. Elevate USA Inc. trainers will facilitate a number of professional skills training workshops that address the core learning competencies through the program, giving each participant something concrete to build upon in the passport.

# Elevate USA Inc.



## Global Reach

In addition to our full-time training, administrative, and instructional design staff, Elevate USA Inc. offers a roster of over 70 diverse contract trainers based around the nation and the world. Each brings a unique background, work experience, and personal ethic to the proceedings.

Trainer and subject matter expert expertise ranges from soft-skills training to industry-specific technical training, such as project management and government compliance. Global reach enables us to provide you with the best training value for your dollar with minimal travel expenses and a local cultural sensitivity that promotes better understanding and retention.

Our business is worldwide, helping other cultures, businesses, and government agencies deal effectively with U.S. institutions.

## Multi-Lingual

Elevate USA Inc.'s staff is multi-lingual. We have Spanish, French, and Japanese speaking trainers on staff and can call upon additional trainers to facilitate programs in any language.

We are able to design, develop, and deliver any training topic into any language with minimal notice and turn-around time. We regularly offer bi-lingual training options that teach the same program to different language speakers simultaneously.

Inquire about our multi-lingual and international training options.

## Behavior Assessments

Elevate USA Inc. offers over 20 different assessments to determine staff and management relationship styles. These extend beyond the personal and can be used to determine leadership, communication, emotional intelligence styles, and more. These assessments include DISC, Motivators, Driving Forces (what motivates individuals to succeed on a personal and professional level), Emotional Intelligence, Management-Staff Relationship, Team Reports, Sales, and more. Assessments are not only useful for determining information about oneself, they also provide an insight into the motivations of others. Assessments are delivered online in less than 20 minutes and are validated by certified trainers. Some assessments can look at up to 384 different behavior styles. Assessments are designed to demonstrate not discriminate on any of the protected Equal Employment Opportunity (EEOC) legislated classifications.

## Myers-Briggs Type Indicator

Elevate USA Inc. trainers are certified to administer the MBTI, a personality type assessment based on theories of C.G. Jung. The assessment makes these classifications understandable to the layman and useful in training participants' everyday personal and professional lives. By assessing seemingly random behaviors, assessment takers will be classified into several orderly and consistent models based on perception and judgment. Understanding one's MBTI will prepare participants to better understand their personal decisions in the workforce.

## 360 Assessments

360 assessments are used to gather feedback from peers, subordinates, and superiors. Groups, individuals, or entire divisions can get an accurate picture of their workplace performance, strengths, and weaknesses. This is done by submitting assessments to individuals that have regular contact with the subject. Based on the results, subjects will work closely with a coach or trainer to improve areas targeted in the 360 feedback. Elevate USA Inc. will help organizations determine targets for assessment, monitor participation by evaluators, determine the process of feedback, crunch the data, and plot a path forward.

## Strength Finders Assessments

The Strength Finders assessment helps people discover their natural abilities – some they may never have the opportunity to use on a day-to-day basis. A clear understanding of these sometimes obvious, sometimes subconscious strengths enables Elevate USA Inc. trainers to unleash untapped potential in participant's working environments. This also helps identify knowledge gaps that can be improved upon for continuous well-rounded success.

## John Maxwell Training & Coaching

Elevate USA provides John Maxwell Influence Training and Coaching with one of several certified John Maxwell coaches on staff. Influence training and coaching teaches participants about influence – what it is, how to cultivate it, and how to wield it for powerful results. Using a tested philosophy to inspire, challenge, and equip, participants get the one-on-one attention they require to make intentional shifts in their leadership and influence styles. John Maxwell techniques are invaluable tools to help transform leadership culture on a large scale.

# Elevate USA Inc.

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## 1. The Community Partnership for The Prevention of Homelessness

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**Start of Contract: March 2016**  
**End of Contract: September 2017**

Elevate USA was contracted by Community Partnership to facilitate diversity, compliance, suicide prevention, and non-discrimination regulatory training for 100 participants per month. The scope of the contract was expanded in December 2016 to train approximately 1,500 participants per month in additional topics. Programs include Understanding Special Needs, Stages of Change, Motivational Interviewing, Critical Time Intervention, Non-Coercive Approaches to Conflict Management, Non-Violent Crisis Intervention, and Assertive Engagement. Our training specifically targets areas for improvement based on analytical data gathered periodically by subject matter experts to identify and fill knowledge gaps.

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## 2. United States Army Corps of Engineers

Michael L. Bachand, P.E.  
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**Start of Contract: July 2016**  
**End of Contract: June 2018**

Elevate USA was awarded the Professional Leadership Development training contract for USACE in July 2016. The training is a complement to their Learning Development Program (LDP) Year One and Two leadership participants. Elevate USA's training programs round out the USACE LDP in a comprehensive way. We teach many of the programs USACE cannot produce internally for their LDP – including leadership follow-up and accountability planning, work/life balance, and succession planning to cultivate new leadership. Our programs are rooted in USACE working scenarios and simulations.

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## 3. Macomb County, MI

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Human Resources and Labor Relations  
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**Start of Contract: September 2016**  
**End of Contract: February 2017**

Elevate USA was contracted to train all of Macomb County's 350 Staff and Managers in Diversity and Inclusion. Training was preceded by a pre-training focus group to narrow learning objectives and was followed by a post-training community panel to create accountability among participants. The program focused on defining diversity, inclusion, and changing workplace culture to accommodate disparate viewpoints and people from all backgrounds to ensure adherence to all municipal policies and laws regarding inclusion, minimizing public (and internal and external) complaints, lawsuits, and to promote a more welcoming staff. With a special emphasis on communication and building a respectful workplace, participants of the training were able to apply diversity lessons learned to the Macomb County mission statement across all divisions and individuals.