

5 Best Value Incentives

*Part 1: Paragraph 5. **Best Value Incentives:** Discuss any additional goods or services offered as incentives for consideration, not mentioned in the Statement of Needs, that will improve the product/services and quality of the project. (Clearly identify these tasks, service, goods, etc. on the "Best Value Incentives" form in Attachment 2).*

Tailored Solutions Provide Best Value

Catoctin's approach is to deliver tailored solutions that are designed specifically to meet the client's needs and deliver excellent value. Unlike some firms, we do not have a standard methodology that we have trademarked and offer to our clients as a "bonus". We don't force fit our clients' requirements into a particular approach. Instead we draw on our extensive experience and training, and the many templates and tools that have been used with other clients, and then we tailor and adapt them as appropriate for a particular agency's requirement. We will not, however, utilize these blindly, without regard for strategic fit. We have a track record, which will be corroborated by our references, of delivering best value. Our consultants are smart people with common sense who apply their experience to deliver measurable results that meet the needs of our clients at an affordable price.

Templates and Frameworks

We use a wide variety of frameworks and templates as appropriate to a particular project. For example, we have a very simple purpose statement template that we use to develop mission statements in no more than a half an hour. While it is a useful tool, what makes it so effective is that we bring it into the process at the right time, after people have thought out the issues and have had an opportunity to develop clarity around the purpose of the organization. Our template becomes an effective tool to help people articulate the mission.

We use other techniques and frameworks such as brainstorming, creative problem solving, Balanced Scorecard, and the logic model for performance management. One of our facilitators is certified in Bottom Line InnovationTM and others have significant experience in this technique for obtaining breakthrough results and unexpected creativity from teams. We have an extensive collection of field-tested icebreakers and team building tools that we have used with groups to gain significant results.

Tools

Catoctin utilizes a variety of standard hardware and software that are available for our projects at no additional charge. These are identified below in Section 11. In addition, we have an extensive array of facilitation supplies that are available for our projects, including sticky walls and toys. Sticky walls are a unique tool that allows us to post plain paper sheets on a large wall, five feet high by up to 27 feet long. The papers can then be rearranged, sorted and sifted as the meeting progresses, enabling the group to not be stifled by the limitations of a flip chart pad. We utilize toys when we want to send a message that a particular meeting is different from past meetings, or when we want to create an informal atmosphere.

Part 1: Paragraph 5. Best Value Incentives:**Ethics**

Catoctin is committed to high ethical standards in everything we do. We take the consulting relationship with our clients, and the inherent ethical issues that go along with it, very seriously. We recognize that Commonwealth and its agencies address a variety of critical issues that affect the health and future of Virginia. Therefore we realize that our consulting could have an impact and address these issues through a commitment to high ethical standards.

Catoctin and all of our consultants and subcontractors ascribe to the Institute of Management Consultants USA Code of Ethics (Appendix A). IMC USA is the premier professional association and sole certifying body for US management consultants and sets and enforces professional conduct standards (www.imcusa.org). These standards address issues that range from client relationships, the nature of the consulting assignment, qualifications, conflicts of interest, and confidentiality.

10 Insurance

Part 1: Paragraph 10. Insurance: A copy of your firm's Insurance Certificate may be requested by the Commonwealth during the evaluation phase of this solicitation. Offeror shall provide such certificate within five business days, if requested. You may provide the certificate with your proposal, but it is not required at this time.

Catoctin currently has the required types of insurance, with a \$2 million aggregate limit on our liability insurance. In the event that we are awarded a contract, we will increase the limit to \$3 million. Our agent has assured us that this can be done in an expeditious manner.

11 Hardware/Software

Part 1: Paragraph 11. Hardware/Software: Provide description of the hardware and software your firm currently uses in providing consulting services. Is the hardware/software owned by your firm?

Catoctin utilizes standard office hardware including Windows-based computers and laptops, color and black and white printers, scanners, fax machines, office telephones and cell phones. We utilize the Microsoft Office suite, including Word, Excel, PowerPoint, Outlook, and Access. We also utilize Visio, Adobe Acrobat and Microsoft Project. We utilize QuickBooks Pro for accounting. We own this hardware and software.

In addition, we utilize a variety of web-based tools, including freeconference.com, surveymonkey.com, zoomerang, and Webexone (formerly intranets.com). Freeconference.com provides a no-cost bridge for conference calls. Surveymonkey provides a survey tool that is either free or low cost, depending upon the requirement. Zoomerang provides a similar survey tool. Webexone provides collaborative websites which are available on a month-to-month fee basis. We also configure and administer e-mail and web-based discussion lists and threaded discussions, and can set up and administer wiki-type collaborative tools for distributed, state-wide use.