

GOV. CONTRACTING

A Service-Disabled Veteran-Owned Small Business (SDVOSB)
with a Proven Record of Leadership Transformation



EXECUTIVE SUMMARY

About Us:

The Adversity Leadership Institute (ALI) is a Service-Disabled Veteran-Owned Small Business (SDVOSB) and Top Secret-cleared organization providing mission-ready leadership, workforce development, and organizational performance solutions to federal, defense, and public-sector agencies, including the Department of Defense (DoD), Department of Veterans Affairs (VA), Office of Personnel Management (OPM) and other federal and state entities.

ALI is a security cleared organization with the capability to operate in secure and high-trust environments. We deliver evidence-based, AI-enabled leadership and human capital solutions that improve decision-making, strengthen organizational culture, and enhance performance under pressure.

Our multidisciplinary team combines military leadership, organizational psychology, and behavioral science, bringing 75+ years of combined federal and military experience and a proven record of training and coaching over one million professionals.

ALI partners with agencies to modernize leadership capability, increase workforce resilience, and reduce operational risk—ensuring leaders and teams are prepared to perform in complex, high-stakes environments.

CORE COMPETENCIES

At The Adversity Leadership Institute, our core competencies include

Leadership Consulting & Advisory (Adversity-Advantage Consulting™)

Enterprise-grade consulting designed to build systems of clarity, command, and culture.

- ✓ Human Capital Consulting
- ✓ Process Modernization & Change Management
- ✓ Leadership and organizational alignment
- ✓ Strategic execution and culture transformation
- ✓ Process modernization and performance optimization
- ✓ Leadership Re-Entry™ Framework (Diagnose → Design → Deploy)

Workforce & Leadership Development Training (The Leadership Development Lab™)

Experiential, data-driven training programs that rewire how leaders think, act, and perform.

- ✓ Leadership offsites, retreats, and experiential workshops
- ✓ AI, Analytics & Emerging Technology Leadership Training
- ✓ Event, Conference, and Leadership Retreat Facilitation
- ✓ Flagship Frameworks: Adversity Leadership Institute®, Break The Bottle® and Protect The House®
- ✓ 3-C Leadership Framework: Clarify → Courage → Culture
- ✓ 3-D Leadership Framework: Decision → Direction → Destination
- ✓ 4-Walls Leadership Framework: Identity → Boundaries → Discipline → Renewal
- ✓ HRCI/SHRM Certified Programs with AI-enhanced learning analytics

Coaching & Resilience Leadership Coaching Division (1:1 / Group / Corporate)

Elite-level coaching experiences tailored to executives, entrepreneurs, and government leaders.

- ✓ Organizational Culture Transformation
- ✓ The Command Session™ – Private executive coaching
- ✓ The Speaker's Command™ – Professional speaker & stage mastery
- ✓ The Resilience Collective™ – Group resilience coaching
- ✓ The Adversity Advantage Leadership System™ – Corporate team coaching
- ✓ AI-assisted performance dashboards & Leadership Resilience Index™

Government Contracting (GovCon Division)

Mission-ready leadership and workforce development solutions for federal, state, and municipal agencies.

- ✓ Executive leadership & management training
- ✓ Veteran transition & workforce reintegration programs
- ✓ Diversity, equity, inclusion & resilience programs
- ✓ Culture transformation initiatives
- ✓ Program & Project Management (PMBOK / Agile / Lean Six Sigma)
- ✓ Peak Performance metrics
- ✓ Federal readiness programs in acquisition, compliance, and transformation

PAST PERFORMANCE



Department of Veterans Affairs (VA)

Executive Leadership & Workforce Transformation – Prime | BPA | Firm Fixed Price

- ✓ Designed and delivered 20+ executive leadership cohorts
- ✓ Supported workforce modernization, morale improvement, and strategic communication initiatives
- ✓ Delivered measurable improvements in leadership clarity and engagement



Microsoft

Leadership & Resilience Training – Prime (Commercial)

- ✓ Delivered leadership development programs integrating AI-driven decision-making and change leadership
- ✓ Trained senior leaders supporting large-scale transformation initiatives



U.S. Department of Defense & U.S. Marine Corps

Leadership & Decision-Making Under Pressure – Prime | IDIQ | Firm Fixed Price Task Orders

- ✓ Developed mission-critical leadership systems focused on command decision-making and operational clarity
- ✓ Delivered programs in secure environments supporting leaders operating in high-risk conditions
- ✓ Scope included senior leaders, officers, and operational teams (CONUS)



LIME Painting

Business Transformation & Government Readiness – Prime (Commercial)

- ✓ Facilitated a high-level business transformation and leadership program for a multi-location franchise organization
- ✓ Strengthened leadership systems, operational discipline, and execution readiness aligned to government contracting standards
- ✓ Directly contributed to improved competitive positioning and the successful award of government contracts



Florida Atlantic University (FAU)

Veteran Workforce Integration & Leadership Readiness – Prime

- ✓ Delivered leadership and transition programs supporting student veterans
- ✓ Improved workforce readiness and academic integration outcomes



Norfolk Southern (NS)

Executive Alignment & Risk Leadership – Prime

- ✓ Facilitated executive alignment initiatives improving cross-functional collaboration and strategic clarity

PRIMARY NAICS CODES

- 611430 – Professional & Management Development Training
- 541611 – Administrative & General Management Consulting
- 541612 – Human Resources Consulting Services
- 541618 – Other Management Consulting Services
- 541690 – Other Scientific & Technical Consulting Services
- 561320 – Temporary Help Services
- 518210 – Data Processing, Hosting & Related Services
- 541511 – Custom Computer Programming Services
- 611699 – Miscellaneous Schools & Instruction
- 923110 – Administration of Education Programs

CORE FEDERAL COMPETENCIES

- ✓ **Security Clearance:** Top Secret (TS) cleared personnel
- ✓ **Business Classification:** Service-Disabled Veteran-Owned Small Business (SDVOSB)
- ✓ **SAM.gov:** Active Registration
- ✓ **UEI:** VDET57F9WR1
- ✓ **CAGE Code:** 9MXF0
- ✓ **DUNS:** 130038122
- ✓ **Secure Operations:** Capable of operating in secure and controlled federal environments

CYBERSECURITY & COMPLIANCE

- ✓ **CMMC:** Aligned and compliant with applicable Cybersecurity Maturity Model Certification (CMMC) requirements
- ✓ **NIST SP 800-171:** Fully implemented and operational
- ✓ **FISMA:** Processes aligned with federal information security requirements
- ✓ **FedRAMP:** Utilizes FedRAMP-authorized platforms and compliant vendor integrations, as applicable
- ✓ **Data Protection:** Policies and controls in place for Controlled Unclassified Information (CUI)

KEY DIFFERENTIATORS

Proven Federal & Government Leadership Expertise

Our team brings 75+ years of combined federal and military leadership experience, including TS-cleared personnel, delivering compliant, mission-aligned programs across 20+ federal, defense, and public-sector organizations.

Veteran-Led, Mission-Focused Delivery

As an SDVOSB led by a USMC veteran, ALI delivers with mission discipline, accountability, and operational clarity aligned to federal standards and expectations.

Demonstrated Training Impact at Scale

We have trained and coached 1,000,000+ professionals, achieving a 95%+ participant satisfaction rate and an average 28% improvement in leadership competency scores within 90 days of program completion.

AI-Enhanced Workforce Insights & Decision Support

Our proprietary AI-powered leadership assessments:

- ✓ Reduce leadership readiness evaluation cycles by 30–40%
- ✓ Decrease leadership skill gaps by 25%
- ✓ Improve decision-making efficiency by up to 35%
- ✓ All tools are designed for decision support, not automated decision authority.

Flexible Delivery

In-person, virtual, hybrid, and enterprise-scale learning options tailored to each agency's mission.


CERTIFICATIONS



CONTACT INFORMATION




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