

GOVERNMENT LEADERSHIP TECHNOLOGY & WORKFORCE SOLUTIONS



Leadership Assessment SaaS | Organizational Analytics | Workforce Transformation

WHO WE ARE

The Adversity Leadership Institute™ helps federal, defense, state, local, and public-sector organizations build leaders who think clearly, act decisively, and perform when mission pressure is highest.

As an SBA-certified Service-Disabled Veteran-Owned Small Business and Veteran-Owned Small Business, we combine proprietary leadership assessment technology with leadership development, executive coaching, strategic consulting, and organizational analytics to turn leadership into a measurable mission capability.

EXECUTIVE SUMMARY

Measurable leadership capability for mission-critical organizations

The Adversity Leadership Institute™ is a leadership performance technology and services company providing leadership assessment SaaS, organizational analytics, leadership development, executive coaching, workforce transformation, and strategic advisory solutions.

Our work is powered by The Adversity Leadership System™, an integrated leadership operating system that connects assessment, development, coaching, consulting, and continuous measurement within one enterprise framework.

Instead of treating leadership development as a series of disconnected events, ALI helps agencies establish a common leadership standard, identify capability gaps, develop leaders at every level, and monitor improvement over time.

Our solutions are designed to help agencies:

- Measure leadership capability across individuals, teams, departments, and organizational levels
- Identify leadership strengths, risks, and development priorities
- Improve decision-making, accountability, and execution under pressure
- Strengthen leadership pipelines and succession readiness
- Increase alignment during change, disruption, and workforce modernization
- Connect leadership investment to mission requirements and organizational priorities

With 75+ years of combined military, federal, and executive leadership experience, our team brings deep operational understanding of high-pressure environments where leadership cannot fail.

CORE COMPETENCIES

1. LEADERSHIP ASSESSMENT TECHNOLOGY & ORGANIZATIONAL ANALYTICS

Powered by the LECQM™ Assessment Platform

ALI provides a proprietary leadership assessment and analytics platform that helps organizations understand how leadership capability is distributed across the workforce and where focused development is needed.

The platform supports individual assessments, multi-rater feedback, organizational reporting, leadership benchmarking, and longitudinal progress measurement. Results are translated into a Leadership Performance Index™ and practical development priorities for leaders and decision-makers.

Capabilities include:

- ✓ Leadership Snapshot™ Assessments
- ✓ LECQM™ Professional Assessments
- ✓ LECQM™ Executive Assessments
- ✓ LECQM™ 360 Multi-Rater Assessments
- ✓ Leadership Performance Index™ scoring and reporting
- ✓ Individual, team, department, and organizational dashboards

- ✓ Leadership capability heat maps and comparative analytics
- ✓ Executive readiness and succession insights
- ✓ Leadership pipeline and workforce trend analysis
- ✓ Longitudinal progress measurement
- ✓ Enterprise software licensing and subscription options
- ✓ Platform implementation, administrator onboarding & user support
- ✓ Human-reviewed, AI-assisted analysis and reporting

Outcome: Agencies gain a clearer, data-informed view of leadership capability without relying solely on participation records, general impressions, or one-time training evaluations.



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2. LEADERSHIP CONSULTING & WORKFORCE TRANSFORMATION

ALI helps agencies design leadership systems that strengthen workforce performance, organizational alignment, and execution during change.

Our consultants work with organizational leaders to diagnose performance challenges, identify leadership and workforce gaps, and build practical strategies aligned with mission priorities.

Capabilities include:

- ✓ Organizational leadership assessments
- ✓ Leadership systems and development-strategy design
- ✓ Workforce modernization support
- ✓ Leadership capability gap analysis
- ✓ Culture, accountability, and alignment initiatives
- ✓ Change management and stakeholder alignment
- ✓ Strategic execution consulting
- ✓ Leadership pipeline and succession-planning support
- ✓ Program evaluation and improvement planning
- ✓ Executive advisory services

3. LEADERSHIP DEVELOPMENT & EXECUTIVE COACHING

ALI delivers research-informed, application-focused development experiences that help leaders perform under pressure and translate learning into workplace action.

Programs can be delivered onsite, virtually, or through a hybrid model and can be configured for emerging leaders, supervisors, managers, directors, executives, and intact leadership teams.

Delivery options include:

- ✓ Leadership Intensives™ — Three-Day leadership development experiences
- ✓ Leadership Retreats™ — emerging, mid-level, and executive experiences
- ✓ Enterprise leadership academies and cohort programs
- ✓ Executive Performance Coaching™
- ✓ Leadership Accelerator Coaching™
- ✓ Leadership team coaching and alignment sessions
- ✓ Leadership communication and facilitation development
- ✓ Post-program reinforcement and accountability support
- ✓ Participant workbooks, leadership toolkits, and action plans

Development focus areas include:

- ✓ Leading self, leading others, and leading the organization
- ✓ Decision-making under pressure
- ✓ Accountability and execution
- ✓ Strategic leadership and enterprise thinking
- ✓ Communication, trust, and team alignment
- ✓ Change leadership and organizational resilience
- ✓ Business acumen and operational judgment

4. GOVERNMENT WORKFORCE & MISSION READINESS

ALI provides leadership and workforce solutions designed for public-sector environments where performance, compliance, and mission execution are non-negotiable.

Capabilities include:

- ✓ Federal leadership development programs
- ✓ Workforce readiness and modernization initiatives
- ✓ Organizational resilience and continuity-focused leadership development
- ✓ Veteran transition and workforce reintegration programs
- ✓ Acquisition, compliance, and operational leadership support
- ✓ Program and project leadership aligned with Agile, Lean, and PMBOK practices
- ✓ Executive and command-level advisory support
- ✓ Secure onsite, virtual, and hybrid delivery options

HOW AGENCIES CAN ENGAGE

Flexible acquisition and delivery options

ALI solutions can be acquired as standalone technology, professional services, or an integrated leadership-performance solution.

SOFTWARE AS A SERVICE

Enterprise access to the LECQM™ assessment platform, Leadership Performance Index™ reporting, organizational dashboards, and leadership analytics through subscription or term-based licensing.

ASSESSMENT SERVICES

Professionally administered leadership assessments with individual reports, organizational analysis, executive briefings, and prioritized recommendations.

LEADERSHIP DEVELOPMENT SERVICES

Structured leadership intensives, retreats, academies, coaching, and cohort-based development supported by assessment data and action planning.

ENTERPRISE TRANSFORMATION

Integrated assessment, consulting, development, coaching, and analytics engagements designed to strengthen leadership capability across multiple levels, departments, locations, or business units.

THE ADVERSITY LEADERSHIP SYSTEM™

The Adversity Leadership System™ is a **measurable leadership operating system** that replaces disconnected training programs with an integrated performance framework.

The System Includes:

- LECQM™ Leadership Assessment Engine
- Leadership Performance Index™ (LPI)
- Leadership Development Pathways
- Executive Coaching & Consulting Integration
- Organizational Analytics & Reporting
- Continuous Measurement & Improvement Cycle

System Flow: Assess → Develop → Measure → Improve → Sustain

Every component works from the same leadership framework, allowing agencies to move from isolated leadership activities to a consistent, enterprise-wide approach.

LECQM™ ASSESSMENT PORTFOLIO

ONE PLATFORM – MULTIPLE ASSESSMENT EXPERIENCES
ONE MEASURABLE LEADERSHIP STANDARD.

Each assessment produces practical insights that can support coaching, development planning, organizational analysis, and continuous improvement.

Leadership Snapshot™

An introductory assessment that provides a concise view of leadership strengths and development priorities.

LECQM™ Professional Assessment

A comprehensive assessment for supervisors, managers, professional leaders, and participants in leadership intensives, academies, and retreats.

LECQM™ Executive Assessment

An executive-level assessment focused on strategic leadership, people and culture, operational excellence, business acumen, systems thinking, and enterprise influence.

LECQM™ 360 Assessment

A multi-rater assessment that compares self-perception with feedback from supervisors, peers, direct reports, and other selected stakeholders.

RESPONSIBLE ANALYTICS & HUMAN OVERSIGHT

ALI uses technology and AI-assisted analysis to support professional judgment—not replace it.

Assessment results are reviewed within the context of organizational goals, role requirements, and available information. They are intended for leadership development, coaching, organizational analysis, and workforce planning and should not be used as the sole basis for hiring, promotion, discipline, termination, or other employment decisions.

Our approach emphasizes:

- Human review of assessment insights and recommendations
- Transparent reporting and practical interpretation
- Appropriate access to individual and organizational data
- Data minimization and purpose-specific use
- Contract-specific privacy, security, retention, and reporting requirements

PAST PERFORMANCE



U.S. Department of Veterans Affairs (VA)

Executive Leadership & Workforce Transformation

- ✓ Designed and delivered more than 20 executive leadership cohorts
- ✓ Supported leadership development, workforce modernization, morale, communication, and engagement initiatives
- ✓ Delivered structured development for leaders responsible for organizational and workforce performance



Microsoft

Leadership & Organizational Transformation

- ✓ Delivered leadership and change-management development for senior leaders
- ✓ Supported leaders navigating large-scale transformation, emerging technology & changing workforce expectations



Florida Atlantic University (FAU)

Veteran Workforce Integration & Leadership Readiness

- ✓ Delivered transition and leadership-readiness programs for student veterans
- ✓ Supported workforce preparation, leadership identity, and successful reintegration



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U.S. Department of Defense (DoD) / U.S. Marine Corps

Leadership & Decision-Making Under Pressure

- ✓ Delivered leadership and decision-making programs for officers, senior leaders, and operational teams
- ✓ Supported leadership development in secure and high-pressure environments
- ✓ Focused on command clarity, accountability, operational judgment, and execution under pressure



Norfolk Southern

Executive Alignment & Strategic Leadership

- ✓ Facilitated executive alignment and leadership initiatives
- ✓ Supported cross-functional collaboration, strategic clarity, and organizational execution



LIME Painting

Organizational Leadership & Operational Readiness

- ✓ Delivered leadership transformation and operational-readiness consulting
- ✓ Strengthened leadership systems, accountability, and execution in support of organizational growth

NAICS CODES

Primary NAICS

- 611430 — Professional and Management Development Training

Additional NAICS

- 513210 — Software Publishers
- 541611 — Administrative Management and General Management Consulting Services
- 541612 — Human Resources Consulting Services
- 611710 — Educational Support Services

Representative Product and Services Codes

- DA10 — IT and Telecom: Business Application/Application Development Software as a Service
- U004 — Education/Training: Scientific/Management
- U008 — Education/Training: Training/Curriculum Development
- U009 — Education/Training: General
- R408 — Support—Professional: Program Management/Support
- R431 — Support—Professional: Human Resources

FEDERAL CREDENTIALS

- ✓ Service-Disabled Veteran-Owned Small Business (SDVOSB)
- ✓ Top Secret-Cleared Personnel Available
- ✓ SAM.gov Registered
- ✓ UEI: VDET57F9WRI
- ✓ CAGE Code: 9MXF0
- ✓ Secure operations capability in controlled environments
- ✓ Experience supporting federal, defense & public-sector agencies

KEY DIFFERENTIATORS

▶ PROPRIETARY LEADERSHIP ASSESSMENT TECHNOLOGY

ALI combines a proprietary assessment platform, a measurable Leadership Performance Index™, organizational analytics, and structured development pathways within one leadership-performance ecosystem.

▶ INTEGRATED TECHNOLOGY AND PROFESSIONAL SERVICES

Agencies can acquire the platform independently or combine it with assessment administration, executive coaching, leadership development, consulting, and organizational transformation.

▶ LEADERSHIP BUILT FOR PRESSURE

Our methodology focuses on how leaders think, decide, communicate, and execute when conditions are uncertain, complex, and mission-critical.

▶ ENTERPRISE-WIDE MEASUREMENT

ALI helps organizations evaluate leadership capability across individuals, teams, departments, leadership levels, and locations while tracking development priorities over time.

▶ VETERAN-LED OPERATIONAL DISCIPLINE

Founded and led by a U.S. Marine Corps veteran, ALI brings a practical focus on accountability, clarity, precision, adaptability, and mission execution.

▶ FLEXIBLE AND SCALABLE DELIVERY

Solutions can be configured for a single leader, a leadership cohort, an executive team, or an enterprise-wide initiative and delivered onsite, virtually, or through a hybrid model.



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SECURITY, PRIVACY & COMPLIANCE APPROACH

ALI addresses security and compliance requirements based on the specific engagement, information type, system boundary, hosting environment, and contract requirements.

Our delivery approach can incorporate:

- ✓ Role-based access and purpose-specific data use
- ✓ Secure assessment administration and reporting
- ✓ Contract-specific data-retention and deletion requirements
- ✓ Human oversight of AI-assisted analysis
- ✓ Alignment with applicable agency security and privacy requirements

- ✓ Coordination with NIST SP 800-171, CMMC, FISMA, CUI, and FedRAMP requirements when applicable to the acquisition and system environment
- ✓ Section 508 accessibility planning for applicable information and communication technology deliverables

Specific security, hosting, accessibility, authorization, and data-protection requirements are confirmed during solution design and contracting.

GOVERNMENT VALUE PROPOSITION

TURN LEADERSHIP DATA INTO MISSION-FOCUSED ACTION

Leadership should not be assumed. It should be understood, developed, and strengthened as a measurable organizational capability.

The Adversity Leadership System™ is designed to help agencies:

- ✓ Establish a consistent leadership standard across organizational levels
- ✓ Identify capability gaps before they disrupt execution
- ✓ Focus development resources where they can provide the greatest mission value
- ✓ Strengthen decision-making and accountability under pressure
- ✓ Improve alignment across teams, departments, and stakeholders
- ✓ Build stronger leadership pipelines and succession readiness
- ✓ Monitor leadership development through structured measurement and analytics
- ✓ Sustain improvement through coaching, reinforcement, and continuous review

CERTIFICATIONS & KEY-PERSONNEL CREDENTIALS

Business Certifications

- ✓ SBA-Certified Service-Disabled Veteran-Owned Small Business
- ✓ SBA-Certified Veteran-Owned Small Business

Key-Personnel Credentials

ALI engagements may be supported by personnel holding credentials and experience that include:

- ✓ Project Management Professional
- ✓ Certified Scrum Master
- ✓ Federal Acquisition Certification for Program and Project Managers
- ✓ Federal Acquisition Certification for Contracting Officer's Representatives
- ✓ Lean Six Sigma
- ✓ CompTIA A+
- ✓ Microsoft security and information-technology credentials
- ✓ Graduate and undergraduate education in applied management, business information security systems, homeland security, and emergency management

Credential availability is based on the personnel assigned to each engagement. Verification can be provided when required.



BUILD THE LEADERSHIP CAPABILITY YOUR MISSION REQUIRES

If your agency is seeking leadership assessment technology, organizational analytics, executive development, workforce transformation, or an integrated leadership-performance solution, we welcome the opportunity to learn about your requirements.

Meet with our team to discuss your mission priorities, acquisition strategy, delivery requirements, and how The Adversity Leadership System™ can support your organization.

CONTACT INFORMATION

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