

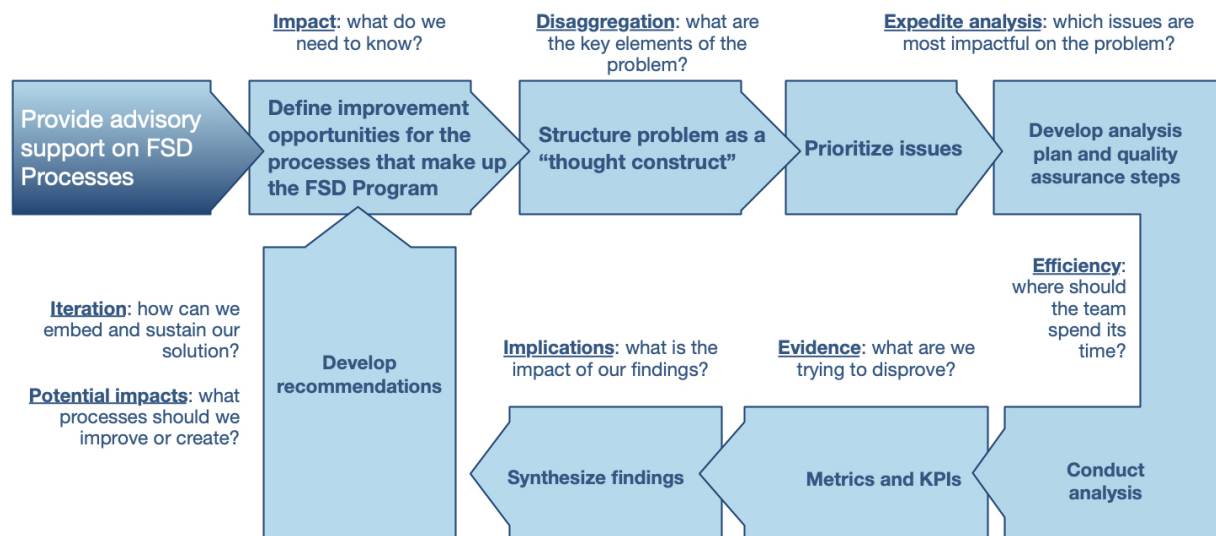
Management Approach and Technical Capabilities

The Vendor shall describe its management approach and technical capabilities to accomplish the services identified in the PWS by task which shall include but not be limited to the information requested. The technical approach shall clearly describe an overview of the Offeror's methodology guiding performance of the technical requirements identified in the PWS, and a description of how the technical approach will be used to accomplish the requirements in a timely manner. The Vendor's management approach shall clearly demonstrate that the organization has current capabilities for assuring performance of the requirement.

The Brennsys management approach is...

The Brennsys methodology for effective consulting begins with staffing experienced subject matter experts (SMEs). However, impactful results requires the Government client properly utilize the consulting team. Our methodology supports this as it breaks down the efforts we undertake into a set of steps consisting of six phases. The phases of Contact, Problem Definition, Data Search, Analysis, Plan Development, and Implementation require different activities and provide separate challenges for both the client and our SMEs. An understanding of the requirements of each phase is especially important in the overall planning of task order activities, within a framework of time available to us, the consultants. The following exhibit provides an overview of the Brennsys methodology.

Exhibit: Brennsys Methodology to accomplish the Government's Required Services



The initial Contact phase begins with assimilation of the SOW, and the development of a Project Management Plan (PMP). In the PMP, we assess the nature of the overall task order objectives, and define the limitations of the specific assistance.

BrennSys then builds a team around the exhorted needs of the client, which involves selecting team members who have talents and skills which fit the particular situation. A variety of viewpoints, experience, and analytic skills are built into the resource team. In our experience, the more varied the viewpoints, the better the changes are for an objective and successful output. At BrennSys, we ensure the team members possess a generally similar set of values. As explained in our Staffing Plan, this step also involves activities designed to facilitate effective team cooperation and communications among participating BrennSys team members.

The next step in the BrennSys methodology is “defining the problems and their scope.” This is one of the most crucial steps in the process. Generally, we work hard not to mistake symptoms for central causes of problems. Our SMEs pay close attention to their diagnostic approaches, avoiding adherence to the first “problem definitions” which arise out of the initial chaos of information.

The next step in the BrennSys methodology is “research planning,” where our SMEs:

- Define specific purposes for the task at hand, including any limitations on the research. The boundaries are clearly established.
- Determine a study approach. How shall the team proceed with data on a step-by-step basis? Who is to lead the effort? What are the respective duties of each participant? Deadlines must be set for the production of reports or working memos.
- Be sure that all team members understand the desired end products. If the team knows what the end deliverable will resemble, it can move quickly toward its development.
- Detail in a working memo the level of intended fact finding.

The next step in the BrennSys methodology is Data Collection. A number of alternatives are available for collecting data relevant to effective consultation are available, and we will detail in our PMP which we will employ. These may include:

- Review of Documents and Procedures. Document and procedural review is an essential early assessment step in many projects. Basic data about constraints and key problem areas will emerge from this review. Key questions can also be developed from this material.
- Statistical Evaluation. Many tools are available for assessing quantitative data which may be collected. Analysis of data used for purposes seemingly unrelated to the problems within the organization often will provide important information which will help the consultants establish goals.
- Direct Observation and Feedback. The organization should be observed in many of its normal functions. Regular discussions with the client about the consultants' observations of on-site operations will keep communication lines open. Times spent “just observing” the daily activities of a firm is often extremely productive.
- Pre and Post Questionnaires. Written surveys can be used in a variety of ways to assess organizational functioning; they might be used to explore marketing problems and situations, employee morale, or they may review the effects of management decisions on general operations.
- CO/COR Feedback. The Government will be asked to provide our consultants with an assortment of reactions to the team's observations and assessments. These reactions are

valuable for testing the validity of information, as it is obtained. Sensitivity to client feedback is essential for maintaining the client's belief in the possibility of change, and commitment to the final plan.

- General Monitoring. Throughout a consulting project, periodic activities of the business must be monitored in order to detect changes or trends in the organization. A problem well in focus in January might be mistakenly identified by tax time.
- Self-Evaluation. Client evaluations of their own professional problems are valuable in a wide variety of situations. Self evaluations can be solicited by distributing questionnaires developed by the consulting team to all employees. This information can be used by the consultants for project planning. The client also obtains valuable feedback from its staff.

The next step in the Brennsys methodology addresses analysis, starting with Pattern Delineation. As data is reviewed, patterns similar to those of a crossword puzzle begin to appear. Parts of the pattern are clear from the beginning and help to delineate prospective solutions; empty spaces provide opportunities to "test fit" available data for developing a more comprehensive understanding of the situation. If available data fails to fit the gaps, either additional data needs to be collected, or consultants must accept the fact that some of their solutions are inconclusive, or at best reasonable assumptions.

At this point the objectives of a solution should be clearly defined; the Brennsys team will development of alternative responses to the problem. Do sought after goals include higher process throughput, or a greater positive KPIs? Typically, the Brennsys team produces a constellation of objectives and we put them in a priority order. Objectives should be stated in detailed terms in order that solutions may be specific and operational. Alternative approaches should then be outlined in a working memo to be reviewed by the CO/COR.

Finally, we establish a way forward with the Plan Preparation. Depending on available time and resources, our consultants will consider the possibility of developing comprehensive plans for at least two alternative solution approaches. Often, the detailed preparation of a plan will require a reordering of alternative plans, for one may prove to be unworkable in actual preparation. The plans will give detailed descriptions of: Activities required; Responsibilities of each of the parties; Time schedules; and, Available resources.

Communication is key during this process. At Brennsys, a consulting project normally entails the consultants submitting data previously unknown to the client for inspection. Key members of agency stakeholders system are often too involved in the day-to-day activities of the organization to analyze problems objectively. We include a Communication Plan within the PMP so that we ensure an open channel between the Government and our SMEs during the execution of the tasks outlined in the SOW. Client involvement in early decisions, and regular feedback activities provide the consultants with opportunities to introduce the data base in small modules in order that a client is not over-whelmed during the latter stages.

Once accepted, our proposed remedies will be implemented. The energy generated by effective consulting often vaporizes in the absence of follow-up plans or when implementation of solutions begin to threaten the client. In planning consulting efforts, Brennsys budgets time for follow-up procedures. The consulting team also supports the client during the complete stages of implementation, as outlined in the PMP.