



U.S. General Services Administration

REQUEST FOR INFORMATION (RFI): RFI No. RFI2023-0002

World-Class Leadership Development Program

Office of the Government-wide Policy (OGP)

Office of Shared Services and Performance Improvement (OSSPI)

White House Leadership Development Program (WHLDP)

February 22, 2023

THIS IS A REQUEST FOR INFORMATION (RFI) NOTICE FOR MARKET RESEARCH ONLY. THIS IS NOT A REQUEST FOR PROPOSAL. THIS IS NOT A SOLICITATION. The purpose of this RFI is to gain knowledge of the interests, capabilities, and qualifications of various entities (consulting firms, universities, non-profits, or other entities). It is not to be construed as a commitment by the Government. A contract will not be awarded as a result of this inquiry.

No reimbursement will be made for any costs associated with providing information in response to this RFI or any follow up information requests. Failure to respond will not in any way prevent a potential offeror from participating in future solicitations. All information provided will be given consideration and may influence the development of future solicitation requests. The General Services Administration (GSA), Office of the Government-wide Policy (OGP), is issuing this RFI notice to measure the interest and availability of vendors that can provide input based on the government's need as stated below:

A. BACKGROUND

The WHLDP is the only leadership development program in the world that cultivates senior career Federal leaders at the centers of power and decision making: the White House and the Executive Office of the President.

The WHLDP aims to strengthen enterprise leadership across the government by providing senior-level federal employees with expanded perspectives and skill sets to address challenges facing the country. These increasingly complex challenges span agencies and jurisdictions, requiring senior leaders to work across agencies and organizational boundaries while leveraging networks to ensure the government continues to effectively deliver services to the American people.

Vision: To serve our Nation by cultivating enterprise leadership, at the center of government, to improve lives everywhere.

We believe that growing leadership at the center of the US Federal government has the potential to **improve lives everywhere** because WHLDP Fellows work on key initiatives to address complex challenges that our Nation faces.

The program is primarily focused on:

- **Developing Talent:** Building the next generation of leaders with an enterprise perspective and strengthening leadership capacities through leadership development sessions and a placement focused on the complex, cross-agency challenges that increasingly confront the Federal Government.
- **Delivering Results:** Harnessing top talent from across the government to support the implementation of key administration priorities and to address mission-critical challenges.
- **Building Community:** Building a strong community among current fellows and alumni that strengthens each other's purpose, commitment, and ability to serve our nation.

Through the White House Leadership Development program (WHLDP), Federal leaders (GS-15 or equivalent) participate in a 1-year detail to the Executive Office of the President

where they work on the Federal government's highest priority and highest impact challenges that require the coordination of multiple Federal agencies to succeed.

Please click here to see [examples](#) of the impact our Fellows have had:

Our stakeholder sponsors are the Executive Office of the President / Office of Management and Budget.

B. OBJECTIVE

Through this RFI process, we hope to bring attention to the opportunity to provide input on how we might evolve our leadership development program.

Why are we seeking input to evolve our leadership development program?

- There are many **ongoing and rapid changes** in our global and local contexts:
 - In the last three years, we have experienced a **global pandemic** that has shifted the nature of how we live, work, and lead.
 - This month, the President emphasized his enduring commitment to creating a more just America by signing a second [Executive Order](#) to **advance equity and justice** through the work of the Federal Government.
- The **theory and practice of leadership** and organizational development is also constantly evolving with new insights about what works in truly growing leaders to navigate the complexity of their work and personal lives.
- As the world evolves and changes, our program must also **evolve** in order for us to stay relevant and meaningful.

Who are we seeking input from?

- We are seeking **input from the field** of organizational and leadership development practitioners (individual practitioners, consulting firms, universities, non-profits, or other entities).

What are we seeking input on?

- We want to know what you would do to make this a highly impactful leadership development program that improves lives everywhere.

- We seek your suggestions on what you can offer to grow leaders and leadership in the complex adaptive system of the Executive Office of the President.
- We hope that you will view this RFI request as an opportunity to help shape the US Federal Government’s early thinking about this critical focus area. **Your ideas and questions will be considered as we finalize the requirements.**

Current Program

- Who: Senior Career Federal Employees at the GS-15 or equivalent level.
- What: 1 -year detail to the Executive Office of the President
- How: Leadership development sessions on Fridays, executive coaching (10-12 sessions per fellow), fellow-led Agency site visits to meet with Agency senior leaders.

Context to Consider

- Fellows are accomplished GS-15 or equivalent leaders in their agencies and are among the few selected each year to participate in the WHLDP.
- When they enter the program, fellows face a context that is unfamiliar to them. They no longer have the authority and relationships they had in their “home” agency - the agency they are temporarily detailed from. Fellows may no longer have the technical expertise that was relevant. They no longer have a team in which to delegate.
- Fellows have a short time horizon to quickly learn the new context, build trust among a complex network of people, learn to work in new ways, and make a meaningful contribution to cross-agency priorities.
- Fellows will need the support of a leadership development program that adapts to the needs of each cohort so they may face the unique challenges and pressures they may have never experienced before.

C. HOW WILL WE HEAR FROM YOU?

Our intent in this phase of market research is to strengthen the communication and increase transparency between industry and government during acquisition planning. We will gather your feedback and answer questions in the following ways: (1) Survey: Two rounds of input through a survey tool, (2) a virtual Open House, (3) then the formal RFI submission. The survey and Open House are intended to generate a variety of ideas and dialogue to support your formal RFI submission, should you choose to submit one.

1. **Survey:** To gather your feedback, we're using a tool called ThoughtExchange. All of your voices matter, so your participation is crucial and valued. You'll be asked to respond to two closed-ended and two open-ended questions, consider and assign stars to some of the ideas shared by others, and learn what's important to industry. In this case, it would be the field of organizational and leadership development practitioners.
 - a. **Your thoughts and stars are confidential.** You can come back as often as you would like to participate and, in fact, we ask that you do come back to star some of the new ideas shared since you first participated. The ratings will help us understand the most important areas to focus on.
 - b. If you need technical help, please call ThoughtExchange at 1-800-361-9027 ext. 4 or email help@thoughtexchange.com. For more information visit: <https://www.thoughtexchange.com>.
 - c. Please submit **Round 1 ideas by March 2, 2023** to <https://tejoin.com/scroll/477510583>
 - d. Please submit **Round 2 questions by March 2, 2023** to <https://tejoin.com/scroll/799662221>
 - i. After receiving your initial Round 1 questions/suggestions we will publicly publish answers, make updates as needed, and post any changes.
 - ii. All responses will be anonymous to vendors and the government.
 - e. Responses to questions and suggestions will be posted to SAM.gov by **March 7, 2023**. Please come back to the tool and feel free to rate other ideas.
 - f. You will also have a second opportunity to submit follow-up questions to the same link <https://tejoin.com/scroll/477510583> by **March 10, 2023**.
 - i. After receiving your Round 2 questions/suggestions we'll publish answers, make updates as needed and post any changes to SAM.gov.
2. Attend the **"Virtual Open House"** planned for **March 14, 2023 at 3 PM EST and March 16, 2023 at 2 PM EST** to learn more about this initiative and engage in dialogue about this opportunity.
 - a. March 14, 3 PM-4 PM
 - i. Link:<https://gsa.zoomgov.com/j/1616178237?pwd=UFU2WUZ4Qjk3ODZmeC9zUESvWE1qdz09>
 - b. March 16, 11:30 AM - 12:30 PM

- i. Link: <https://gsa.zoomgov.com/j/1618755454?pwd=NGhDbEIPQk50NjlvaS9NVnBZUINWQT09>

3. Formal RFI Submission:

- a. If after the survey and/or Virtual Open House you are interested in providing a response, submit your response to the **Contracting Officer Bonnie Impastato at Bonnie.Impastato.gov** in the format requested by **2:00 pm, March 30, 2023**.
- b. Format and questions to address may be informed by the survey and virtual Open House. Therefore, some of the questions below may change.
- c. See RFI Package guidance that will be posted on SAM.gov. Your response should address the following criteria:
 1. The Mission of the WHLDP is to be a world-class leadership development program to cultivate senior federal leaders at the centers of power and decision-making in order to improve lives everywhere.
 - a. **What will you do to make this a highly impactful leadership development program that improves lives?**
 - b. **What is the approximate cost of that broad solution?**
 2. Creating and implementing a world-class leadership development program requires excellence in a number of areas such as leadership development design, development, implementation (facilitation), executive coaching, and evaluation. No one partner is likely to be excellent in all of these areas. Therefore, this program will involve collaboration with other partners/vendors. **What is your advice to enable effective partnership with the Director of the White House Leadership Development Program and other partners/vendors?**
 3. An off-the shelf leadership development program will not work for us. **How will you adapt your leadership development design & facilitation and coaching to what is arising in the lived experience of fellows, as they navigate various disorientations and complexities of the work and culture?**
 4. Leaders selected into the WHLDP are already very talented and high performing individuals. During their assignment at the Executive Office of the President, they will encounter a complex reality that will require them to develop new capacities. **How will you assess the individual and cohort learning journey?**

D. FORMAL RFI RESPONSE FORMAT:

Submit your responses via email only in “.doc”, “.docx”, or “.pdf” file formats to Bonnie Impastato, Contracting Officer, at bonnie.impastato@gsa.gov with the email subject header **“RESPONSE - RFI White House Leadership Development Program - {your company name}”**. All responses received after the due date will not be considered. The Government is not obligated to review responses to the RFI received after the deadline specified above. Please be advised that all submissions become Government property and will not be returned. Only electronic submissions in “.doc”, “.docx”, or “.pdf” file formats will be accepted.

Interested respondents that can provide support services described in the Objective of RFI are requested to provide the following information:

- Name of Company
- Company Description
- Type of Business (large or small business type. i.e. Woman-Owned, Hubzone)
- DUNS number, NAICS code
- Point of contact (POC) name, phone number and email address
- A brief high-level description of existing capabilities to perform the support services referenced herein

E. QUESTIONS:

Questions regarding this RFI shall be submitted to the Contracting Officer, Bonnie Impastato, bonnie.impastato@gsa.gov with the email subject header **“QUESTIONS - RFI White House Leadership Development Program - {your company name}”** by the **date listed in Section C, 1d**. GSA will provide a consolidated response to all questions by the **date listed in Section C, 1e**. If any additional questions are received on March 10, 2023 (Section 1f), a second round of answers will be provided. A notification will be posted on SAM.gov to notify industry if a second round of answers is forthcoming and the expected post date. No questions will be accepted after the specified time and due date to submit questions. Each question submitted must cite the RFI Section number/title/RFI question number for which the question pertains, unless the question is general in nature and not specific to a particular portion(s) of the RFI. (No questions will be accepted by telephone). All questions shall be submitted in the attached Microsoft Excel document.

Do not include the following in your response:

- Proposals or offers
- Requests to be considered for award or to be notified of a future solicitation
- Requests to be added to a mailing or distribution list
- Questions or comments not related to this RFI
- Classified information

This notice is for informational purposes only and does not constitute a solicitation or Request for Quote. This notice is not to be construed as a commitment by the Government to contract for services.

The vendor should identify any proprietary information in their RFI response. Proprietary materials will neither be distributed nor discussed with any other vendor. The use of information submitted to the Government as a result of this RFI will be at the discretion of the Government. The Government will not provide comments to any vendor's submission.