



COURAGEOUS LEADERSHIP ALLIANCE, INC.

CAPABILITIES STATEMENT

COMPANY NAME: Courageous Leadership Alliance, INC. (CLA)

ADDRESS: 12 S Summit Ave, Suite 100 - A02
Gaithersburg, MD 20877

WEBSITE: www.courageouslead.com

GSA: 47QRAA25D002T **CAGE CODE:** 8FYL6

UEL: HM8BC9HK6E47 **DUNS #:** 117362126



POINT OF CONTACT

NAME/TITLE: Todd Simmons, Founder & CEO

PHONE: 719-661-9104

EMAIL: todd.simmons@courageouslead.com

CORE COMPETENCIES

- Organizational Structure and Culture
- Staffing and Management
- Leadership Development
- High-Performance Team Building
- Curriculum Development
- ICF/Executive Coaching
- PMP Exam Prep Training
- Resiliency Programs
- Tech & Cybersecurity Certifications
- Leadership, 360, and Team Assessments
- Strategic Business Consulting

DIFFERENTIATORS

- SBA Protégé Mentor Agreement with Flatter, Inc.
- Over 20 years of leadership development, education, and organizational strategy experience.
- SHRM Recertification Provider
- Certified RMC Training Partner for PMP Exam Prep Training
- Center for Creative Leadership (CCL) Channel Partner
- Ph.D. in Business Administration
- AA in Human Resource Management
- Certified ICF Executive Coaches
- 2RL Coach Level I - Two Roads Leadership
- Academic Instructor Level I & II Certification
- Online Academic Instructor Certification
- Curriculum Development Certification
- Professional Manager Certification
- Business Analytics Certification
- EQ-i 2.0 + EQ 360 Certification

NAICS & PRODUCT SERVICE CODES

Primary NAICS Code:

- 541611 - Administrative Management and General

Management Consulting Services NAICS Code(s):

- 541612 - Human Resources Consulting Services
- 541613 - Marketing Consulting Services
- 541618 - Other Management Consulting Services
- 541690 - Other Scientific and Technical Consulting Services
- 611430 - Professional and Management Development Training (**GSA**)
- 611699 - All Other Miscellaneous Schools and Instruction
- 611710 - Educational Support Services

Product Service Code(s):

- U001 - Education/Training- Lectures
- U014 - Education/Training- Security
- R704 - Support- Management: Auditing (**GSA**)

COMPANY OVERVIEW

Courageous Leadership Alliance, INC. (CLA) is a distinguished workforce development company and a certified Service-Disabled Veteran-Owned Small Business (SDVOSB). We specialize in delivering customized staffing, management, and training solutions tailored to meet the unique needs of organizations, driving long-term success.

With expertise in leadership development, workforce training, and management consulting, we empower organizations to build high-performing teams, improve communication, and enhance operational efficiency.

CLA has a proven track record, partnering with notable organizations such as Gunter NCOA serving as their leadership development coordinator, Air Force Global Strike Command for leadership and professional development, and the City of Corpus Christi for executive coaching and strategy development. We are committed to aligning staffing, leadership, and training solutions with organizational goals to ensure every initiative delivers measurable, lasting results.

We focus on performance-driven results, return on investment, and mission effectiveness. Through clear, performance-based milestones, real-time tracking, and rigorous standards for workforce readiness, we ensure that each program enhances an organization's adaptability and responsiveness to challenges.

At CLA, courage, resilience, and innovation are at the heart of everything we do, empowering both government agencies and private-sector clients to build stronger teams and achieve operational excellence in today's fast-changing world.



PAST PERFORMANCE #1: LEADERSHIP DEVELOPMENT COORDINATOR

- **Contract #:** FA330022C0030
- **Agency/Business:** DEPT OF THE AIR FORCE
- **Period of Performance:** May 2022 - May 2027
- **Contract Type/Project Role:** Firm Fixed Price/Prime
- **Point of Contact (POC):**
 - **Name:** LaChandra Thompson / Contracting Officer
 - **Phone:** 334-953-6569
 - **Email:** lachandra.thompson@us.af.mil

Description of services: CLA serves as the Leadership Development Coordinator for Gunter Non-Commissioned Officer Academy (NCOA), delivering leadership development seminars for mid-level Air Force supervisors. These experiential-based learning (EBL) programs enhance leadership skills, promote inclusive decision-making, and foster a positive organizational culture, training over 100 supervisors per session. Through scenario-based training, participants engage in real-world leadership challenges, strengthening decision-making, emotional intelligence, and conflict resolution. Collaborative exercises, including case studies, role-playing, and peer coaching, reinforce strategies for building high-performance teams and fostering trust.

CLA's comprehensive leadership curriculum aligns with Enlisted Professional Military Education (EPME) standards, covering topics such as Fostering a Positive Organizational Culture, Leading with Empathy, and Practicing Unbiased Leadership. Sessions incorporate interactive workshops, guided discussions, and experiential activities, ensuring practical application. To maximize learning retention, CLA integrates reflective learning techniques, including leadership journaling and peer debriefs, allowing participants to analyze their growth and decision-making processes. By leveraging Experiential-Based Learning principles, CLA develops resilient, adaptive leaders equipped to drive mission success within the Air Force.

PAST PERFORMANCE #2: AIR NATIONAL GUARD VIRTUAL TRAINING COURSES

- **Contract #:** CLA-2025-101
- **Agency/Business:** The Brooks Group
- **Period of Performance:** December 2024 - September 2025
- **Contract Type/Project Role:** Firm Fixed Price/Prime
- **Point of Contact (POC):**
 - **Name:** Glen Barnes
 - **Phone:** 478-731-7066
 - **Email:** gbarnes@thebrooksgroup.com

Description of Services: CLA delivers quarterly 2-hour virtual training sessions tailored for 8R200 First Line Supervisors and Trainers and 8R300 Recruiting and Retention Managers. These sessions provide critical skills and certification preparation in a collaborative learning environment with up to 40 participants.

For 8R200, the training focuses on Six Sigma certifications, covering Project Management and Problem Solving to enhance process efficiency and operational excellence. For 8R300, the training prepares participants for the PMP certification, with key topics such as Communication Management, Risk Management, Stakeholder Management, and Ethics, equipping leaders with essential project leadership skills. In addition to certification preparation, CLA provides leadership-specific training customized to different leadership levels. Change Management training equips emerging leaders with the tools to navigate and lead organizational transitions. Problem-Solving training helps First Line Supervisors identify and resolve operational inefficiencies to drive improvement. Risk Management training provides Senior Enlisted Leaders with strategic approaches to managing uncertainty and enhancing decision-making under pressure.

Participants receive comprehensive training materials to support learning during and after sessions. Upon completion, they provide detailed feedback on instructor effectiveness, training content and structure, participant engagement, and overall learning experience. All training materials and aggregated feedback results are shared with the designated POC, ensuring transparency and enabling further analysis of training effectiveness.

PAST PERFORMANCE #3: LEADERSHIP AND PROFESSIONAL DEVELOPMENT WORKSHOPS

- **Contract #:** CLA-08-2024
- **Agency/Business:** Air Force Global Strike Command (AFGSC)
- **Period of Performance:** Aug 2024 - Nov 2024
- **Contract Type/Project Role:** Firm Fixed Price/Prime

Description of services: CLA delivered 1.5-day workshops at four AFGSC bases: F.E. Warren AFB, Minot AFB, Ellsworth AFB, and Malmstrom AFB. These workshops were thoughtfully designed to address critical areas such as leadership development, organizational culture, team dynamics, and resilience. Participants engaged in dynamic sessions that emphasized practical strategies for effective leadership, fostering a positive and cohesive organizational culture, building high-performing teams, and enhancing personal and professional resilience. Each workshop was tailored to the unique needs of the base and facilitated through close coordination with a designated Point of Contact (POC) at each location. POC details for each base are available upon request. Through interactive exercises, discussions, and actionable takeaways, the workshops equipped attendees with the tools to navigate challenges, inspire their teams, and drive success in both their immediate responsibilities and overarching mission objectives.

PAST PERFORMANCE #4: FOUR-DAY LEADERSHIP AND PROFESSIONAL DEVELOPMENT WORKSHOP

- **Contract #:** CLA-2024-005
- **Agency/Business:** Minot AFB – 5th Mission Support Group True North
- **Period of Performance:** September 2024 - October 2024
- **Contract Type/Project Role:** Firm Fixed Price/Prime
- **Point of Contact (POC):**
 - **Name:** SHELBY M. MOORE, SSgt, USAF
 - **Phone:** 701-822-0074
 - **Email:** shelby.moore.4@us.af.mil

Description of services: CLA hosted a comprehensive four-day workshop designed to address leadership growth, professional development, and resilience across various ranks. Each day focused on a specific audience, delivering curated content and interactive group exercises to enhance learning and practical application.

Day 1 targeted Senior Airman (SrA) and Staff Sergeant (SSgt) participants with sessions on Mastering Emotional Intelligence, Conflict Resolution, and Managing Difficult Conversations. Participants learned to manage emotions, resolve conflicts constructively, and navigate challenging conversations with confidence. The day concluded with a collaborative group exercise to reinforce the skills learned.

Day 2 focused on Technical Sergeant (TSgt) and Master Sergeant (MSgt) leadership development, covering Leadership Communication, Creating High-Performance Teams, and Building and Sustaining Trust. Participants developed skills to articulate vision, build cohesive teams, and foster trust within their organizations. A group exercise allowed participants to apply these principles in a team-building setting.

Day 3 was designed for Senior Master Sergeant (SMSgt), Lieutenants, and Majors, with workshops on Leading and Managing Change, Problem-Solving Through Critical Thinking, and Energy Management. Leaders learned to navigate organizational change, apply critical thinking frameworks to solve problems, and develop personalized strategies for stress and energy management. The day ended with a collaborative group exercise to practice these skills in a real-world context.

Day 4 featured The Warrior's Walk, CLA's signature resilience training program, designed to enhance leadership and team collaboration. Spanning a 2-mile course, participants engaged in eight interactive stations focusing on mindfulness, resilience, and interpersonal connection. Reflective conversations and journaling in the Warrior's Walk Journal provided a balanced physical and mental challenge, fostering team cohesion and personal growth.

PAST PERFORMANCE #5: EXECUTIVE COACHING AND ON-SITE STRATEGY DEVELOPMENT

- **Contract #:** CLA-2022-2023
- **Agency/Business:** City of Corpus Christi
- **Period of Performance:** January 2022 - June 2023
- **Contract Type/Project Role:** Firm Fixed Price/Prime
- **Point of Contact (POC):**
 - **Name:** Eyvon McHaney, HR Director
 - **Phone:** 361-826-3979
 - **Email:** EyvonMc@cctexas.com

Description of services: CLA facilitated four high-impact executive workshops for the Mayor's Office and City Council, delivering customized on-site sessions designed to strengthen the leadership capabilities of the city's top executives. These workshops provided tailored executive coaching to 25 key leaders, equipping them with the tools to develop a comprehensive strategic framework and a robust long-term leadership development plan. Our approach focused on empowering city leadership to foster sustainable growth, make informed and effective decisions, and position the city strategically for long-term success. By addressing critical challenges and aligning leadership goals with the city's vision, the workshops enabled leaders to build a unified approach to driving progress and meeting the evolving needs of their community. CLA's efforts were instrumental in laying the foundation for a resilient and forward-thinking leadership culture.

PAST PERFORMANCE #6: EXECUTIVE COACHING AND LEADERSHIP DEVELOPMENT

- **Contract #:** CLA-012022-022023
- **Agency/Business:** Robert Trent Jones Golf Trail
- **Period of Performance:** January 2022 - February 2023
- **Contract Type/Project Role:** Firm Fixed Price/Prime
- **Point of Contact (POC):**
 - **Name:** Mike Beverly, CEO of SunBelt Golf Corporation
 - **Phone:** 205-769-1324
 - **Email:** mbeverly@rtjgolf.com

Description of services: CLA delivered executive coaching and leadership development workshops centered on building a sustainable strategy for attracting, recruiting, and retaining top talent. These sessions emphasized the importance of a holistic approach to talent management, guiding leaders in creating environments that not only attract skilled professionals but also nurture their development and long-term commitment. The training focused on equipping leaders with the tools to cultivate a dynamic and engaged workforce, ensuring that high-value personnel are retained and that the organization remains competitive in its ability to foster talent over the long term.