

**SOLE SOURCE JUSTIFICATION UNDER SIMPLIFIED PROCEDURES FOR CERTAIN
COMMERCIAL ITEMS IN ACCORDANCE WITH FEDERAL ACQUISITION REGULATION
(FAR) 13.5**

On the basis of the following justification, I hereby approve the use of a sole source proposed contractual action pursuant to the authority of 41 U.S.C. 1901.

1. Agency and Contracting Activity

Naval Sea Systems Command contracting activity Northwest Regional Maintenance Center/Puget Sound Naval Shipyard and Intermediate Maintenance Facility, Bremerton, WA proposes to enter into a sole source contract with Professional Science (PROSCI) located at 2950 E. Harmony Road, Suite 130, Fort Collins, CO using simplified procedures for certain commercial items included in FAR subpart 13.5.

2. The nature and/or description of the action being approved.

This is a new action under FAR 13.5 for a firm fixed price indefinite delivery indefinite quantity contract sole source award to PRSOCI for training, workshops and materials for enterprise change management services through the use and access to intellectual property via online electronic portal services, onsite instruction via workshops, and instructional classroom training with contractor supplied training materials by qualified trainers in change management.

3. A description of the supplies and/or services required, including the delivery schedule and/or the period of performance (inclusive of all option periods), and the estimated dollar value of the acquisition.

The service includes an organizational change competency site license that authorizes use of Prosci's proprietary intellectual property and e-portal online access to all employees of PSNS & IMF; approximately 14,000 employees. The services include onsite instruction via workshops and instructional classroom training with contractor supplied training materials by qualified trainers in change management.

The below describes the materials and training required.

- Enterprise Change Competency Site License: This license provides access to the online role-based methodology, training, tools and resources for the effective implementation of change management in the organization.
Training Materials:

Practitioner Program: This program will equip participants with change management methodology and tools in order to develop scaled change management strategies for projects and initiatives.

Managers Program: This program provides managers and supervisors the tools and skills necessary for understanding and processing change themselves and then successfully leading their teams through change.

Fundamentals of Change Management: This program will establish a shared definition of change management and how it impacts organizational outcomes for training participants.

Sponsor Briefing: This program defines what change management is for senior leaders and provides the "what" and "why" of change management and its critical connection with achieving project results. It also advises of their roles in the change process to better equip sponsors to effectively lead change.

Onsite Training Support: Location Bremerton, WA.

- Train-the-Trainer

- Sponsor Workshops
- Practitioner

The anticipated period of performance is 8/2020 through 8/2023

4. The statutory authority permitting sole source.

10 U.S.C. 2304(c)(1) IAW FAR 13.501(a)(1)(ii) and 41 U.S.C. 1901. The services needed by the agency are available from only one responsible source and no other type of service will satisfy the needs of the agency. ,

5. A statement demonstrating the unique qualifications of the proposed contractor or the nature of the action requiring use of the authority.

Prosci Inc. is an independent research and education company in the field of change management that has developed a unique change management methodology. Prosci Inc. is the only source that can satisfy PSNS & IMF's need for change management because it has a ready to use program. Prosci's methodology is widely accepted and used for managing change in corporations, government agencies, and other organizational entities. Prosci's proprietary 'role' based and structured methodology is protected by intellectual property restrictions and aligns with PSNS & IMF implementation strategy, which currently includes already trained process improvement practitioners that are trained in the NAVSEA Lean Six Sigma methodology to effectively incorporate the tool kits, instruction and practices provided by the Prosci change management methodology. Kotter, McKinsey, Booze Allen Hamilton(BAH), Price Waterhouse Cooper (PWC) and Accenture were found to offer this kind of service; however, the companies relied heavily on a consultant to help develop a program specifically for the organization. The Government's requirement is not to develop a program but to utilize a fully developed change management methodology. Only PROSCI has a ready to use Change Management training program which is what the agency requires. Other vendors develop training programs in collaboration with the purchasing organization with unknown outcomes, and do not align with PSNS & IMF Lean implementation strategy and requirement. To develop a program would take more effort of PSNS & IMF employees meeting with vendors to develop the training materials and more resources with unknown outcome such as how effective the training will be; this does not meet the agency's requirement

6. A description of efforts made to ensure offers/quotes are solicited from as many potential sources as is practicable, including whether a notice was or will be publicized in FEDBIZOPPS (as required by FAR 5.2) and, if not, which exception under 5.202 applies.

In the last 18 months, market research was conducted to find out if there were other companies with ready to use enterprise change management services through the use and access to intellectual property via online electronic portal services.

The Government identified five companies. Kotter, McKinsey, Booze Allen Hamilton, Price Waterhouse Cooper and Accenture all offered services that are not ready to use and rely heavily on a consultant dependent methodology which is not what the government needs. The Government needs ready to use and off the shelf access to intellectual property via online electronic portal services, onsite instruction via workshops and instructional classroom training with contractor supplied training materials.

7. A description of the market research conducted and the results or the reason market research was not conducted.

The below Market Research Techniques used with results:

- Internet searches was conducted for the last 18 months which resulted in Kotter, Prosci, McKinsey, BAH, PWC and Accenture to be the companies who provide this kind of service.
- Phone Conversation with Kotter, Prosci, McKinsey, BAH, PWC and Accenture were conducted and the goal was to find a company to provide this service with the minimum use of contractor consulting services.

The results of the market research revealed that Prosci is the only source that has ready to use material for this kind of training. Other companies are consulting based services which means they will have to work with PSNS and develop a curriculum based on PSNS& IMF needs while PROSCI has off the shelf training material that has been

utilized successfully in the private and public sectors. Using the ready to use material will minimize cost, provide timely delivery of training, and meet the needs of the agency.

8. A statement of any actions the agency will take to remove or overcome any future barriers to competition.

For the reasons set forth in Paragraph 5, Puget Sound Naval Shipyard & IMF Industry Management, Contracting has no plans at this time to compete future contracts for the types of supplies/services covered by this document. If there is a need for follow-on procurement, PSNS&IMF will conduct a market research to determine if there are other companies capable of providing this service.

CERTIFICATIONS AND APPROVAL

I certify that the facts and representations under my cognizance, which are included in this justification and that form a basis for this justification are complete and accurate

TECHNICAL COGNIZANCE:

Walter M. Channell

Walter Channell, Division Head, C/100PI,

REQUIREMENTS COGNIZANCE:

Rob Gorman, Department Head, C/100PI,

LEGAL SUFFICIENCY REVIEW (NMCARS 5206.303(90))

I have determined this justification is legally sufficient.

David Kelly, Legal Counsel, C/109,

CONTRACTING OFFICER CERTIFICATION (FAR 6.303-2(b)(12))

I certify that this justification is accurate and complete to the best of my knowledge and belief.

Loren Frei, Contracting Officer, C/440.11,

APPROVAL BLOCK (FAR 6.304 for Approving Official)

Upon the basis of the above justification, I hereby approve, as *Competition Advocate for the Procuring Activity*, this justification and find it adequate to support the cited source exclusion.

Dwin Crow, Competition Advocate, C/400,

