

# General Services Administration Federal Supply Services

Authorized Federal Supply Schedule Price List  
Multiple Award Schedule  
FSC Group: MAS

Price list current as of Modification #PS-0035 effective April 15, 2020



**Contractor:**

The Arbinger Company  
1379 N 1075 W Suite 100  
Farmington, UT 84025

**Telephone**

(801) 447-9244

**Fax Number**

(801) 447-9376

**Website**

Arbinger.com

**Sales Information Contact**

Amy Sadeghzadeh  
amys@arbinger.com  
(801) 447-9244

**Administration Contact**

Amy Millar  
amillar@arbinger.com  
(801) 447-9361

**Business Size**

Small Business

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The web address for GSA Advantage!™ is: [GSAAdvantage.gov](http://GSAAdvantage.gov). For more information on ordering from Federal Supply Schedule click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

## TABLE OF CONTENTS

1a.	Table of Awarded Special Item Number(s) .....	3
1b.	Lowest Price Model/Unit Number .....	3
1c.	Contractor Labor Categories and Rates .....	3
2.	Maximum Order .....	3
3.	Minimum Order .....	3
4.	Geographic coverage (delivery area) .....	3
5.	Point(s) of Production .....	3
6.	Discount from list prices or statement of net price .....	3
7.	Quantity Discounts .....	3
8.	Prompt Payment Terms .....	3
9a.	Statements on Government purchase cards below thresholds .....	3
9b.	Statements on Government purchase cards above thresholds .....	3
10.	Foreign Items .....	3
11a.	Time of Delivery .....	3
11b.	Expedited Delivery .....	3
11c.	Overnight and 2-day delivery .....	3
11d.	Urgent Requirements .....	4
12.	F.O.B. Point(s) .....	4
13a.	Ordering Address(es) .....	4
13b.	Ordering Procedures .....	4
14.	Payment Address(es) .....	4
15.	Warranty provision .....	4
16.	Export packing charges .....	4
17.	Terms and conditions of Government purchase card acceptance .....	4
18.	Terms and conditions of rental, maintenance, and repair .....	4
19.	Terms and conditions of installation .....	4
20.	Terms and Conditions of repair parts .....	4
20a.	Terms and conditions of any other services .....	4
21.	List of service and distribution points .....	4
22.	List of participating dealers .....	4
23.	Preventive maintenance .....	4
24a.	Special attributes such as environmental attributes .....	5
24b.	Section 508 compliance .....	5
25.	Data Universal Number System (DUNS) number .....	5
26.	Notification regarding registration in System for Award Management (SAM) database .....	5

1a. Special Item Numbers (SIN) awarded:

541611	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
611430	Professional and Management Development Training
Ancillary	Ancillary Supplies and Services
OLM	Order Level Materials (OLMs)

1b. Lowest price model number and lowest unit price:

SIN – Ancillary – 11x17 Posters - \$6.98

1c. Hourly rates and description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services:

See Labor Category Descriptions

2. Maximum Order: SIN 541611 & 611430: \$1,000,000.00 Ancillary & OLM: \$250,000

3. Minimum Order: \$100.00

4. Geographic Coverage (delivery area): Worldwide

5. Point of Production: Farmington, Davis County, UT

6. Discount from list prices or statement of net price: Prices shown herein are net (discount deducted)

7. Quantity discounts: As stated for each Special Item Number. See page 14.

8. Prompt payment terms: Net 30 days. Information for Ordering Offices:  
Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. Government purchase cards are accepted at or below the micro-purchase threshold.

9b. Government purchase cards are accepted above the micro-purchase threshold.

10. Foreign items (list items by country of origin): None

11a. Time of Delivery: Standard orders are typically shipped by ground delivery within 48 hours of order receipt. Please allow 8-10 working days for CONUS deliveries unless otherwise noted.

11b. Expedited Delivery: All items offered by Arbinger are offered for expedited delivery at the client's expense.

11c. Overnight and 2-day delivery: All items offered by Arbinger are offered for overnight and 2-day delivery at the client's expense.

- 11d. Urgent Requirements: Contact your Arbinger Client Solutions Manager to affect the fastest delivery possible
- 12. F.O.B Point: Destination for Services, Origin for Products. Products ship from Arbinger, 1379 N 1075 W, Suite 100, Farmington, UT 84025
- 13a. Ordering Address(es): Arbinger, 1379 N 1075 W, Suite 100, Farmington, UT 84025
- 13b. Ordering Procedures:  
  
For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment address: Arbinger, 1379 N 1075 W, Suite 100, Farmington, UT 84025
- 15. Warranty provision: All products carry a guarantee against any defect in craftsmanship for one full year.
- 16. Export Packing Charges: N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): In accordance with government purchase card program guidelines.
- 18. Terms and conditions of rental, maintenance, and repair (if applicable): N/A
- 19. Terms and conditions of installation (if applicable): N/A
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A
- 20a. Terms and conditions for any other services (if applicable):  
  
Cancellation and Reschedule Policy: Events canceled after a purchase order or equivalent is received from the government will be subjected to recoupment funds for work already done, travel cancellation fees, and will include a 30% allowance for profit lost due to the cancellation. Events rescheduled at the convenience of the government after a purchase order or equivalent is received from the government will result in cancellation and refunding of original quote and reissue of an updated quote that includes travel cancellation fees, and 30% allowance for profit loss due to the reschedule. Client agrees to incur return shipping costs for materials already shipped at the time of cancellation. Client may incur additional fees if shipped materials are not returned in unused/opened condition.  
  
Copyright Information: The Arbinger Institute is the sole owner and deliverer of Arbinger programs, trainings, consulting and materials, which are Arbinger's central training programs and materials of organizations around the world. The Arbinger Institute owns all proprietary rights and copyrights to all training principles and materials. Any unauthorized use, reuse, copying, reproduction, recording, transmittal, modifications, or revisions of any such materials or principles of the scheduled training is prohibited. Videography during the event is prohibited.
- 21. List of service and distribution points (if applicable): N/A
- 22. List of participating dealers (if applicable): N/A
- 23: Preventative maintenance (if applicable): N/A

- 24a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found. The EIT standards can be found at [www.Section507gov](http://www.Section507gov) – See details at Arbinger.com
- 25. Data Universal Numbering System (DUNS) number: 840239586
- 26. Notification regarding registration in in System for Award Management (SAM) database: Registered

## Introduction to Arbinger's Work

### What we do

Arbinger provides training, consulting, coaching, and implementation tools that move individuals, teams, and organizations from the default self-focus we call an Inward Mindset to the results focus of an Outward Mindset. Our programs and methodology are based on 45 years of research from scholars from Harvard, Oxford and Yale in the psychology of human behavior and motivation, and more than 35 years of experience working with organizations worldwide.

For the past three decades, Arbinger has been a leader in public and private sector organizational and cultural transformation, leadership training and consulting, and conflict resolution and transformation. Arbinger has helped thousands of organizations to institutionalize the change from an Inward Mindset to an Outward Mindset and to develop leaders, staffs, teams and organizations that maximize responsibility and become more effective in their day-to-day operations. Arbinger is now recognized as a world-leader in improving organizational culture, conflict resolution, and changing mindset, and is the author of one of the all-time bestselling books about leadership, *Leadership and Self-Deception*.

### How we are different

Most training and consulting solutions attempt to improve results by helping people adopt new behaviors. Most of these approaches do not achieve the desired results because they fail to go far enough. That is, they try to change behavior without changing what drives behavior: mindset. Without a change in mindset, newly adopted behaviors won't stick and results will suffer. Arbinger is the world leader in transforming mindset. We uniquely work at a level others acknowledge but are unequipped to change.

### Our process

One of the most challenging issues within organizations is the collective effect of people working from what Arbinger calls an Inward Mindset. People operating from an inward mindset focus on their own objectives and goals while failing to account for the impact they are having on the objectives of others and the organization as a whole. The most critical issue in leadership is to help leaders consistently operate with an outward mindset, where they hold themselves accountable both for what they do and for the impact of what they do on others. The next most important issue for leaders is to help them develop the ability to move their people and the organization as a whole to an outward mindset. Any leadership initiatives that fail to change people's mindsets in this way will have severely limited impact. Efforts to change behavior alone by training people in behavioral patterns that are not supported by the underlying prevailing mindset of the organization will ultimately fail to deliver the hoped-for results. Arbinger's content and process is designed to move leaders to an outward mindset way of working and equip them with the know-how to help their organizations make that shift as well. Along with this shift in mindset, participants in our programs learn the optimal behavioral patterns for building collaborative, results-focused organizations.

Our work with clients begins with an analysis of your current situation—as an individual, team, or entire enterprise—and an assessment of where and how an inward mindset is getting in the way of results. Then, together, we identify key metrics, establish a baseline of performance from which to measure progress towards results, and set specific target objectives. We then assist you in selecting the programs, tools, and services that will enable you to shift mindset and behavior; and will continue working with you until you meet your objectives.

## The Outward Mindset Series Rates

### SIN 541611: Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

#### Organizational Consulting

Arbinger's implementation consulting provides executive teams strategic guidance in leading the change effort within their organization. It is designed to help leaders successfully lead outward mindset change efforts in their organization. This means, first, that the leaders themselves need to demonstrate outward mindset approaches in their own work practices. Second, it means that senior leaders need to acquire the ability to think strategically about how to lead and help advance the outward mindset change initiatives across their organization. This includes learning how to adjust processes and systems in the organization to reinforce the outward mindset.

#### Executive Coaching

Arbinger offers customized over-the-phone Executive Coaching to organizational leaders and group coaching programs. Our Executive Coaching staff develops separate individual coaching plans with each participant. The plan includes a pre-selection of individual, leadership, and organizational objectives from which a leader can choose to build her or his individual plan. Each individual coaching plan reflects the goals and measures for personal leadership development objectives and team leadership objectives.

Labor Category	Minimum Education	Minimum Experience	GSA Awarded Rate (per hour)
Executive Coach	A Bachelor's degree. Must possess a credential from the International Coach Federation or from an ICF-accredited coach training program or a combination of at least 100 hours of coach-specific training and industry experience. Must complete Executive Coach certification with Arbinger.	10 years	\$372.80
Senior Consultant	A Bachelor's degree. Must have successfully completed Arbinger's Facilitator Certification Program.	5 years	\$372.80

#### Labor Category Descriptions

Job Title: **Senior Consultant**

#### Minimum/General Experience:

5 years of industry or consulting experience and certified by Arbinger to provide leadership consulting and training. Senior consultants are certified after having demonstrated understanding of executive responsibilities, organizational development issues, and business strategy.

#### Functional Responsibility:

Provides key Arbinger workplace strategies to promote an outward mindset way of working for executives in client organizations seeking to implement training and consulting philosophy and strategies. Develop and establish a blame-free culture of accountability with Arbinger consulting and coaching. Conducts regular accountability team meetings in person or by phone to provide ongoing implementation support

and coaching to focus on achieving results. Provides additional resources including customized implementation support, coaching, and written and in-person exercises.

#### Minimum Education/Training:

A Bachelor's degree and must have successfully completed Arbinger's Master Facilitator Certification Program.

Job Title: **Executive Coach**

#### Minimum/General Experience:

10 years of executive coaching and/or consulting experience with at least 5 years coaching senior organizational leaders, or industry or subject matter experience required by client. Requires understanding of executive responsibilities, organizational development issues, and business structures.

#### Functional Responsibility:

Provides one-to-one support for organizational leaders in client organizations seeking to implement training and consulting philosophy and structures. Develops coaching plan with senior consultant and client organization and reports to client and consultant on progress. Conducts regular coaching sessions by phone. Provides additional resources including worksheets, publications, articles, and written exercises. Coaching subjects may include: self- deception, leadership strategy and style, teamwork, accountability, influence, integrity, personnel and team development, and reporting relationships.

#### Minimum Education/Training:

A Bachelor's degree and must complete Executive Coach Certification with Arbinger. Must have successfully completed Arbinger's Choice in Coaching and Choice in Coaching Leadership programs.

#### Experience and Degree Substitution

The above describes the functional responsibilities and education and experience requirements for each labor category. These requirements are a guide to the types of experience and educational background of typical personnel in each labor category.

Education and experience may be substituted for each other. Each year of relevant experience may be substituted for one year of education, and vice versa.

## SIN 611430: Professional and Management Development Training

Arbinger's training programs equip employees with practical strategies and tools to implement an Outward Mindset approach in their work. These programs enable participants to uncover the root cause of the Inward Mindset and explore the implications and impact of this mindset in their work. The training experience then equips participants to develop an Outward Mindset and begin, with practical strategies and tools, to implement an Outward Mindset approach in their work. Arbinger's training programs can be delivered by Arbinger facilitators and/or client employees who are trained and licensed to deliver Arbinger's programs within their organizations.

### Public Workshops

Course Title	Course Length	Minimum Participants	Maximum Participants	Unit of Issue	GSA Price
Developing and Implementing an Outward Mindset (Public)	2 Days	1	1	Per Person	\$653.51
Outward Leadership (Public)	1 Day	1	1	Per Person	\$473.80

### Onsite Training Workshops by an Arbinger Facilitator

Course Title	Course Length	Minimum Participants	Maximum Participants	Unit of Issue	GSA Price
One-Day Onsite Facilitation – Executive Master Facilitator (Course appropriate handbook per participant purchased separately) *	1 Day	N/A	No Max	Per Day	\$9,394.46
One-Day Onsite Facilitation – Master Facilitator (Course appropriate handbook per participant purchased separately) *	1 Day	N/A	No Max	Per Day	\$4,846.35

\*This daily rate applies to all of Arbinger Institute's onsite workshops, except for internal facilitator certification courses (below)

### Internal Facilitator Certification Courses

Participants who complete the Internal Facilitator Certification Courses (Train-the-Trainer) are licensed and equipped to deliver the workshop to employees of their organization and to support employees in applying the Arbinger tools on an ongoing basis. Please note: Organizations must purchase the appropriate training materials from Arbinger for each employee trained by one of their internal trainers.

Course Title	Course Length	Minimum Participants	Maximum Participants	Unit of Issue	GSA Price
Developing and Implementing an Outward Mindset Internal Facilitator Program (public)	3 Days	1	1	Per Person	\$1,777.33
Onsite		8	8		\$1,777.33
Onsite – Additional student charge for more than 8 participants is \$888.66 per student up to 20 students		9	20		\$888.66
Outward Leadership Internal Certification Program (public)	1 Day	1	1	Per Person	\$378.09

### Telecourses

Course Title	Course Length	Minimum Participants	Maximum Participants	Unit of Issue	GSA Price
Leading with an Outward Mindset 10-Week Telecourse	10 Weeks	1	10	Per Group	\$5,984.89

### Keynote Presentations

Course Title	Course Length	Minimum Participants	Maximum Participants	Unit of Issue	GSA Price
Keynote Presentation presented by Founder Facilitator	½ Day	1	50	Per Presentation	\$8,350.13
		51	100	Per Presentation	\$10,239.30
		101	No Max	Per Presentation	\$12,027.70

Course Title	Course Length	Minimum Participants	Maximum Participants	Unit of Issue	GSA Price
Keynote Presentation presented by Master Facilitator	½ Day	1	50	Per Presentation	\$5,367.76
		51	100	Per Presentation	\$7,256.93
		101	No Max	Per Presentation	\$9,045.34

## Course Descriptions

Course Title: **Developing and Implementing an Outward Mindset**

### Program Overview:

This workshop prompts a shift to an outward mindset and equips participants with tools to build self-awareness, accountability, and collaboration. In this workshop, participants learn the difference between an inward mindset (a myopic focus on personal objectives) and an outward mindset (taking into account one's impact on others). They begin to discover the extent to which they have been working from an inward mindset and understand the implications of this mindset on their work and those around them. Understanding of the negative effects of an inward mindset awakens in participants a desire to adopt an outward mindset approach in their work.

This interactive, two-day course allows participants to thoroughly explore and internalize key concepts in discussions led by an Arbinger-certified facilitator. The course is punctuated by videos, individual and group exercises, one-on-one sharing, and application of the tools to on-the-job situations facing the participants.

As part of this training, employees receive eight weekly videos illustrating the outward mindset in practice, with calls to action that invite employees to consider, implement, and operationalize an outward mindset in their day-to-day work. The video pack includes a guidebook with exercises for use with each video. The videos are especially effective when viewed and discussed by team members as a group.

Course Title: **Outward Leadership**

### Program Overview:

This program equips leaders with tactical management tools that ensure they and their employees continually work with an outward mindset. Participants learn to assess their own effectiveness in growing and developing their teams. They also learn how to manage in a way that promotes an outward mindset throughout the employee life cycle, from selection and hiring to onboarding, orientation, and ongoing performance management. The program includes a performance management process and tools that make it easier for leaders to effectively approach employee correction and even potential termination, enabling leaders to develop employees who hold themselves accountable. This self-accountability is far more effective and motivating than the standard approach in which leaders hold their employees accountable. The workshop covers the entire life-cycle of an employee. This includes:

- Assessing mindset in potential talent when selecting and hiring new employees
- Managing performance by allowing the employee to develop responsibility and accountability

- Handling employee correction and potential termination

**Course Title:**                    **Developing and Implementing an Outward Mindset Internal Facilitator Certification Program**

**Program Overview:**

Participants who complete the program are licensed and equipped to deliver Developing and Implementing an Outward Mindset to their immediate organization. In addition to licensing participants as facilitators, this program also functions as a very effective leadership development intensive even for senior leaders who have no plans to deliver the programs themselves.

**Course Title:**                    **Outward Leadership Internal Facilitator Certification Program**

**Program Overview:**

Participants who complete the program are licensed and equipped to deliver Outward Mindset Skills for Leaders to their immediate organization. In addition to licensing participants as facilitators, this program also functions as a very effective leadership development intensive even for senior leaders who have no plans to deliver the programs themselves.

**Course Title:**                    **Arbinger Keynote Presentations**

**Program Overview:**

Ideas change us and our world—and effective speakers have tremendous influence in spreading these ideas. If you are looking to spark transformation in your organization, start with one of our thought-leading speakers. They are engaging and insightful, offering your audience an unforgettable experience. An Arbinger speech addresses key workplace and leadership needs while delivering real, applied value and practical tools to each participant. While speech topics and content are tailored to each audience, Arbinger speakers draw on four decades of research and experience with hundreds of clients to introduce the mindset that is foundational to personal effectiveness and organizational success: an outward mindset. We also offer sector-specific speeches to address the unique needs in government, education, healthcare, nonprofits, and public safety. Potential topics include:

<b>Leading People</b>	<b>Changing Culture</b>	<b>Igniting Innovation</b>
Developing Emerging Leaders	De-Siloing Organizations	Accelerating Collaboration
Managing Performance	Creating Blame-Free Teams	Becoming Customer Centric
Outward Leadership Skills	Engaging the Front Line	Failing Smarter and Faster
Developing Self-Accountability	Overcoming Generational Gaps	Inviting Continual Improvement
Attracting and Retaining Talent	Transforming Conflict	Fostering Creativity at Work

## SIN Ancillary: Ancillary Supplies & Services:

### Workshop Participant Packets

Organizations must purchase the appropriate training materials packet from Arbinger for each employee trained by one of their internal trainers.

Outward Mindset Series Ancillary Supplies and/or Services (ODC's)	Brand Name	Unit of Issue	GSA Price
Developing and Implementing an Outward Mindset Workshop Participant Packet: Developing and Implementing an Outward Mindset Participant Handbook and two Arbinger-published books	Arbinger	Each	\$193.85
Developing an Outward Mindset Workshop Participant Packet: Developing an Outward Mindset Participant Handbook and two Arbinger-published books	Arbinger	Each	\$126.75
Outward Leadership Participant Packet	Arbinger	Each	\$144.41
Living with an Outward Mindset Workshop Participant Packet: Living with an Outward Mindset, two Arbinger-Published books	Arbinger	Each	\$126.75

### Books

Outward Mindset Series Ancillary Supplies and/or Services (ODC's)	Brand Name	Unit of Issue	GSA Price
Leadership and Self-Deception (Book)**	Arbinger	Each	\$16.91
The Anatomy of Peace (Book)**	Arbinger	Each	\$16.91
The Oxford Papers (Book)**	Arbinger	Each	\$19.90
The Choice (Book)**	Arbinger	Each	\$14.91
The Outward Mindset (Book)**	Arbinger	Each	\$16.91

## Training Aids

Outward Mindset Series Ancillary Supplies and/or Services (ODC's)	Brand Name	Unit of Issue	GSA Price
Desk Cubes	Arbinger	Each	\$17.95
Desktop Flip Chart	Arbinger	Each	\$17.95
Lanyard Cards (10)	Arbinger	Pack of 10	\$23.94
11x17 Poster	Arbinger	Each	\$6.98
24x36 Poster	Arbinger	Each	\$13.96

\*Prices for these products already include a 26% discount off the corporate price. The following volume discounts off the corporate prices of The Outward Mindset Series Participant Packets are shown below:

Volume Discounts on new Training Course Packets/Materials	
2,501 - 5,000	30%
5,001 - 10,000	40%
10,001-20,000	45%
20,001 +	50%

\*\*Prices for these products already include a 1% discount off the corporate price. The following volume discounts off the corporate prices of the books are shown below:

Books Only	% Discount
51-300	10%
301-1000	20%
1,001-2,500	25%
2,501-5000	30%
5,001-10,000	40%
10,001-20,000	45%
20,000+	50%

**Participant Packet Quantity Discounts:**

Participant Packets	Price	% Discount
0 - 50	\$217.80	1%
51 - 300	\$198.00	10%
301 - 1000	\$178.00	19%
1001 - 2500	\$160.00	27%
2501 - 5000	\$144.00	34%
5001 – 10,000	\$130.00	41%
10,001 – 20,000	\$120.00	45%
20,000+	\$110.00	50%

Service Contract Labor Standards: Service Contract Labor Standards (SCLS) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories / employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.