

**JUSTIFICATION AND APPROVAL FOR  
OTHER THAN FULL AND OPEN COMPETITION**

**Control # 13-9**

**Leadership and Culture Speaker Sessions**

**HTC711-13-Q-D013**

**1. CONTRACTING ACTIVITY.**

United States Transportation Command, DPO Support Division, USTRANSCOM/TCAQ-D, 508 Scott Drive, Building 1900W, Scott AFB IL 62225-5357.

**2. NATURE AND/OR DESCRIPTION OF ACTION BEING APPROVED.**

USTRANSCOM/TCAQ-TCCS requires professional speaking services to conduct Leadership and Culture sessions for USTRANSCOM. This service must be provided by Mr. Douglas Conant of DRC, LLC. The cost is \$25,000.000. The Period of Performance for the required support is 20 December 2012.

**3. DESCRIPTION OF SERVICES REQUIRED TO MEET THE AGENCY'S NEEDS.**

Professional speaking services are required to conduct two Leadership and Culture sessions for USTRANSCOM members at large, as well as one executive summit working lunch with Directors/General Officers/Flag Officers/Senior Executive Service employees. These sessions must focus on how executive leaders can authentically lead a cultural transformation and must provide insight into the benefits of executive coaching and team coaching as resources to support the individual and collective command leadership.

**4. STATUTORY AUTHORITY PERMITTING OTHER THAN FULL AND OPEN COMPETITION.**

FAR 6.302-1(a)(2), Supply or service required by the agency is only available from one responsible source and no other type of supplies or services will satisfy agency requirements.

**5. DEMONSTRATION THAT THE PROPOSED CONTRACTOR'S UNIQUE QUALIFICATIONS OR NATURE OF THE ACQUISITION REQUIRES THE USE OF THE AUTHORITY "ONLY ONE RESPONSIBLE SOURCE."**

Mr. Conant, a New York Times bestselling author, was appointed President and CEO of the Campbell Soup Company in 2001. He was the 11th leader in the company's 141-year history – faced with reversing a precipitous decline in market value. Conant succeeded by dramatically transforming the global leadership team, reconfiguring the portfolio, cutting costs and making strategic investments in Campbell's products, marketing programs, innovation pipeline and infrastructure. He improved the company's financial profile delivering quality sales growth, ten straight years of adjusted earnings per share growth, strong cash flow, record high investment and record high Return on Invested Capital. As a result, the company was able to

deliver cumulative shareholder returns in the top tier of the global food industry. Mr. Conant's leadership experience uniquely qualifies him to address the Command about topics that will have a major impact on the future success of USTRANSCOM staff and its leadership.

**6. DESCRIPTION OF EFFORTS MADE TO ENSURE THAT OFFERS ARE SOLICITED FROM AS MANY POTENTIAL SOURCES AS IS PRACTICABLE.**

This action is synopsised in accordance with FAR 5.201(b)(1)(i) to determine whether there are other sources interested in this requirement.

**7. DETERMINATION BY THE CONTRACTING OFFICER THAT THE ANTICIPATED COST TO THE GOVERNMENT WILL BE FAIR AND REASONABLE.**

The Contracting Officer is unable to make this determination until after receipt of the quote for this requirement. After receipt of a quote, further price evaluation will be conducted by comparing costs of other speakers with comparable knowledge and qualifications.

**8. DESCRIPTION OF THE MARKET RESEARCH CONDUCTED AND THE RESULTS OR A STATEMENT OF THE REASON MARKET RESEARCH WAS NOT CONDUCTED.**

Research was performed to determine whether other companies provided the same or similar services and whether another vendor could also meet the Government's needs. Market research was conducted via the internet. Although other expert speakers provide similar services on similar topics, no vendors have the specific knowledge and expertise that qualifies Mr. Douglas Conant of DRC, LLC, to address the command on leadership and organizational culture.

**9. ANY OTHER FACTS SUPPORTING THE USE OF OTHER THAN FULL AND OPEN COMPETITION.**

The goal of the sessions being conducted is to engage the entire Command in a conversation that outlines how every person at USTRANSCOM can positively contribute to developing a culture that supports and espouses the Command's four virtues of trust, collaboration, innovation and empowerment. Mr. Conant will reinforce the messages from the general command-wide sessions and will focus on how executive leaders can authentically lead a cultural transformation. Mr. Conant will also provide insight into the benefits of executive coaching and team coaching as resources to support the individual and collective command leadership around living the Command's four virtues, driving change and improving employee engagement from the executive perspective.

**10. A LISTING OF SOURCES, IF ANY, THAT EXPRESSED, IN WRITING, AN INTEREST IN THE ACQUISITION.**

As of now, there are no other companies that have expressed interest and have the unique qualifications and experience to provide the same quality of service.

**11. A STATEMENT OF THE ACTIONS, IF ANY, THE AGENCY MAY TAKE TO REMOVE OR OVERCOME ANY BARRIERS THAT LED TO THE RESTRICTED CONSIDERATION BEFORE ANY SUBSEQUENT ACQUISITION FOR THE SUPPLIES OR SERVICES IS MADE.**

Based on market research, no other speakers have been identified who can meet the Government's needs at this time. USTRANSCOM will continue to conduct market research to determine if there are other companies in the marketplace that offer speaking services that can meet the specific needs of the Government, so that these services can be purchased with open competition if future needs arise.

**12. CONTRACTING OFFICER'S CERTIFICATION.**

I certify that the data supporting the recommended use of other than full and open competition is accurate and complete to the best of my knowledge and belief.

\_\_\_\_\_  
PAT EDWARD FILER  
Contracting Officer

18 Dec 12  
DATE

**11. TECHNICAL AND REQUIREMENTS PERSONNEL CERTIFICATION.**

I certify that the data supporting the recommended use of other than full and open competition is accurate and complete to the best of my knowledge and belief.

\_\_\_\_\_  
LANCE G. DAVIDSON  
Manpower and Personnel Specialist  
USTRANSCOM/TCJ1-C

18 Dec 12  
DATE