

COOPERATIVE PURCHASE CONTRACT

Contract No. 2025-233

This Cooperative Purchase Contract is made and entered into this _____ day of _____, 20____ by and between the City of Flagstaff, Arizona, a political subdivision of the State of Arizona ("City") and Hundred Public Safety INC. DBA Performance Protocol, a Delaware corporation ("Contractor").

RECITALS:

- A. Contractor is a fully authorized vendor of **Law Enforcement Staffing Solutions**.
- B. The **Arizona Department of Public Safety** conducted a competitive and open procurement process through Request for Proposal **BPM006496** that resulted in Contract No. **CTR073948** with Contractor ("Agency Contract");
- C. The City has authority to enter into a cooperative purchase contract with Contractor utilizing the Agency Contract.

AGREEMENT:

NOW THEREFORE, in consideration for the mutual promises contained herein, the Parties agree as follows:

1. Materials and or Services Purchased: Contractor shall provide to the City the materials and/or services, as specified in the Scope of Work attached as Exhibit A, and in accordance with the Agency Contract. A general description of materials and/or services being purchased is:

Law Enforcement Staffing Solutions

2. Specific Requirements of City: Contractor shall comply with all specific purchase and delivery requirements and/or options of City, as specified in the Scope of Work attached as Exhibit A and incorporated by reference.
3. Terms and Conditions of Agency Contract Apply: All provisions of the Agency Contract documents attached as Exhibit B, including any amendments, are incorporated in and shall apply to this Contract as though fully set forth herein. Contractor is responsible for promptly notifying City in writing of any changes to the Agency Contract, including, specifically changes in price for materials and/or services.
4. Payment:
 - 4.1 Payment to Contractor for the materials and/or services not to exceed **one hundred fifty thousand dollars and zero cents (\$150,000.00)**; made in accordance with the price list and terms set forth in the Agency Contract.
 - 4.2 Any adjustment to the Payment amount must be approved by mutual written consent of the parties through a formal amendment. The City Manager or his/her designee may approve an amendment if the amendment price increase is less than \$100,000; otherwise, City Council approval is required.

5. Certificates of Insurance: All insurance provisions of the Agency Contract shall apply, including any requirement to name the City as an additional insured. Prior to commencing performance under this Contract, Contractor shall furnish City with a copy of the current Certificate of Insurance required by the Agency Contract.
6. Term and Renewal: This Cooperative Purchase Contract shall commence upon execution by the Parties and shall continue for a period of two (2) years with an option for one (1) one (1) year renewal periods presuming that the underlying Agency Contract has not expired or been terminated.
7. Notice: Any formal notice required under the Contract shall be in writing and sent by certified mail and email as follows:

To the City:

Collin Seay
Deputy Police Chief
City of Flagstaff
211 W. Aspen Ave.
Flagstaff, AZ 86001
Cseay@flagstaffaz.gov

To Contractor:

Joe Ducey
Hundred Public Safety DBA Performance
Protocol
1305 W. Auto Drive
Tempe, Az 85284
Joe@performance-protocol.com

With a copy to:

Emily Markel
Purchasing Manager
City of Flagstaff
211 W. Aspen Ave.
Flagstaff, AZ 86001
EMarkel@flagstaffaz.gov

(Remainder of Page Intentionally Blank)

9. Authority: Each Party warrants that it has authority to enter into the Contract and perform its obligations hereunder, and that it has taken all actions necessary to enter into the Contract.

HUNDRED PUBLIC SAFETY DBA PERFORMANCE PROTOCOL:

By: _____

Title: _____

CITY OF FLAGSTAFF

By: _____

Title: _____

ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney's Office

Notice to Proceed issued: _____, 20__

Last Updated January 6, 2025

EXHIBIT A
SCOPE OF WORK
(attached)

- 1. Law Enforcement Staffing Solution Proposal (11 pages)**



PERFORMANCE PROTOCOL

LAW ENFORCEMENT STAFFING SOLUTIONS PROPOSAL

Prepared for
Flagstaff Police Department



CURRENT STATUS

AGENCY OVERVIEW

Flagstaff Police Department has expressed interest in improving their human capital situation. Based on the statistics below and information gathered through a discovery session with Performance Protocol's Strategic Alliance Team, the following solutions are recommended to achieve the desired outcomes expressed by **Flagstaff Police Department**.

KEY CONCERN #1

Lack of Synergy Across Department for Recruiting

KEY CONCERN #2

No tracking of advertising or Recruiting pipeline

KEY CONCERN #3

Lack of visibility to metrics in Recruiting pipeline

DESIRED OUTCOMES:

BUILD A ROBUST FUTURE FOCUSED RECRUITMENT PLAN	MEET OR EXCEED STAFFING TARGETS
BUILD RECRUITING ALIGNMENT INSIDE THE ORGANIZATION	CREATE PULL THROUGH WITH HIGHLY QUALIFIED APPLICANTS

RECOMMENDED SOLUTIONS:

See following pages for details on each recommended solution.

RECRUITMENT AUDIT

RECRUITMENT BOOTCAMP

TALENT TRACKER, ATS

LEADERSHIP BOOTCAMP

RECRUITMENT AUDIT

The Recruitment Audit is an on-site, deep dive consulting engagement tailored for law enforcement agencies seeking to enhance their recruitment processes and competencies. This comprehensive audit involves all relevant recruitment team members and stakeholders.

This comprehensive and data-driven assessment critically evaluates the efficiency of the recruiting processes, tools, resources, and personnel competencies. A full report, interpretation, and next steps are included with the service.

Key Components of the Recruitment Audit:

Process Efficiency & Optimization: The audit identifies and addresses bottlenecks, redundancies, and inefficiencies within existing workflows. By streamlining these processes, the hiring timeframe is reduced, enhancing the return on investment in recruitment activities and improving time from contact to contract. I.e. significantly less applicant attrition due to delays.

Data Accuracy and Integrity: Ensuring the reliability and completeness of recruitment data is a priority. This component supports leadership by providing current and accurate data, fostering transparency throughout the recruitment process.

Identification of Best Practices: By analyzing historical data, the audit helps pinpoint successful recruitment strategies that can be replicated. This approach leverages evidence-based decision-making to boost the overall effectiveness of recruitment efforts.

Talent Pool Analysis: Utilizing deep data insights, the audit identifies effective candidate outreach strategies and directs recruitment efforts towards high-potential segments, ensuring a diverse and competent pool of future hires.

Continuous Improvement: The service establishes a framework for ongoing recruitment monitoring and refinement, promoting a culture of continuous enhancement within recruitment teams.

The Audit Experience:

- Collaborate with key personnel & stakeholders to identify potential challenges.
- Develop bespoke recruiter sales processes and approaches.
- Strategies to initiate high school engagement and delayed entry programs.
- Sharpen presentation skills and refine the entire recruitment workflow for efficiency.
- Align all stakeholders and craft consistent workflows from recruitment initiation to hiring.
- Strategize and certify marketing endeavors, conduct market analysis for optimized prospecting, and set precise metrics and goals.

This audit is not merely about identifying areas for improvement—it is a commitment to establishing a robust, forward-thinking, and efficient recruitment strategy.

By choosing this audit, law enforcement agencies can confidently prepare for a future where recruitment is strategic, data-driven, and aligned with organizational goals.

For more information, you may request a full executive summary document if you have not yet been provided one.

LEADERSHIP BOOTCAMP

The Leadership Bootcamp is specifically tailored for law enforcement leaders, designed to sharpen leadership skills, enhance communication techniques, and boost self-awareness. This dynamic program addresses the immediate and complex challenges faced by today's law enforcement leaders through a robust curriculum.

Key Components of the Bootcamp:

Leadership Excellence: Participants will learn about various leadership styles, including the differences between transactional and participative approaches, and how to embody leadership qualities that inspire and motivate teams.

Enhanced Communication Skills: The program focuses on refining communication methods to effectively bridge organizational gaps. Exercises designed to foster active listening, recognize generational differences, and build trust are central to this training. Strategies to clarify decision-making processes and define communication responsibilities are also covered.

Self-Awareness and Feedback: Attendees receive real-time feedback to help identify their strengths and areas for improvement. The bootcamp promotes ongoing development and equips leaders with tools to enhance their emotional intelligence.

Organizational Impact: By strengthening leaders' capabilities, the program aims to enhance team morale and cohesion, and reduce turnover. Participants explore different cognitive styles—like IQ, EQ, and PQ—and their effects on decision-making and leadership effectiveness.

Conflict Resolution: The curriculum includes strategies for building trust-based relationships and effectively managing challenges within teams, balancing corrective actions with maintaining positive morale.

Tailored Strategies: The bootcamp offers personalized strategies to address modern leadership challenges. Participants work closely with leadership coaches to deepen their understanding of generational impacts, reputation management, staff retention, and other agency-specific issues.

Outcome and Benefits:

Participants of the Leadership Bootcamp will emerge with a greater ability to manage their teams and departments effectively, armed with practical solutions and strategies for continuous personal and professional growth. This training not only prepares leaders to better manage and inspire their teams but also equips them to handle departmental challenges with a renewed perspective on leadership.

By investing in this bootcamp, your agency will see immediate improvements in leadership quality, communication dynamics, and overall organizational health, laying the groundwork for a more effective and cohesive law enforcement agency.

Pairing the Leadership Bootcamp with Performance Coaching ensures new skills are applied effectively. Coaching offers ongoing support, accountability, and personalized feedback, helping leaders turn insights into actionable behaviors. This combination empowers participants to activate what they've learned, sustaining positive change and enhancing leadership practices within their agencies.

For more information, you may request a full executive summary document if you have not yet been provided one.

PERFORMANCE COACHING

Performance Protocol's (P2) unique coaching service is designed to bridge the gap between human performance and agency transformation. The goal is to transform good into great by enhancing personal and professional growth, which in turn maximizes retention within law enforcement agencies.

A Developmental Tool

Performance Coaching is a dynamic and interactive process where seasoned coaches provide personalized training, guidance, and accountability. This service helps officers identify their strengths and weaknesses, set realistic goals, and formulate strategies to boost performance and morale. All coaching is conducted through the P2 Platform which covers everything from finding a coach, to booking a session, and customer support. Our approach has led to significant improvements in agency metrics:

- 76% reduction in quitting
- 65% increase in happiness
- 42% increase in agency loyalty
- 92% utilization and satisfaction rates

Benefits of External Coaching

Opting for an external coach from P2 offers law enforcement officers a neutral, confidential environment to openly address challenges and implement effective strategies. This external perspective ensures unbiased support, encouraging better personal and professional outcomes across the board.

High Standards and Proven Effectiveness

Our Training Directors, veterans of the FBI National Academy and certified by the International Coaching Federation, ensure a rigorous coach selection and training process. Our coaches, drawn from law enforcement and specialized civilian fields, undergo continuous evaluation to maintain the highest standards of coaching excellence.

Industry Exclusive Retention Program

P2's retention program is tailored specifically for law enforcement, addressing critical issues such as:

- Reducing employee turnover and burnout
- Enhancing morale and attitudes towards the profession
- Supporting the development of high-potential employees
- Minimizing costs related to early retirement and attrition
- Eliminating negative impacts from poor decision-making
- Establishing incentives to attract and retain top talent

Cultural Impact and Metrics

We evaluate the impact of our services using 14 key metrics to provide comprehensive oversight to agency leaders, while ensuring confidentiality. All data, metrics, and reporting are available on demand in the Command Center, included with this coaching experience.

For more information, you may request a full executive summary document if you have not yet been provided one.

PURSUIT ATS (APPLICANT TRACKING SYSTEM)

Talent Tracker is an advanced applicant tracking system (ATS) designed specifically for law enforcement agencies. This innovative tool is engineered to enhance recruitment efficiency, supporting all levels of the organization from recruiters to department heads.

Enhanced Recruitment Efficiency

Talent Tracker optimizes the hiring process from initial candidate contact to final contract signing, increasing recruitment effectiveness dramatically. This system not only streamlines hiring tasks but also ensures that every step is optimized for the best outcomes, thus accelerating the entire recruitment lifecycle.

Key Features and Benefits

Data-Driven Recruiting: Integrates seamlessly with existing applications to maintain data consistency, allowing for aligned and strategic recruitment practices.

Efficient Process Customization: Enables teams to tailor the hiring process to specific needs while ensuring data integrity and efficient time management.

Empowerment of Recruiters: Provides department heads, hiring managers, and recruiters with instant access to essential data and tools, fostering a proactive recruitment environment.

Advanced Reporting Capabilities: Offers the ability to generate detailed, custom reports that link hiring activities with broader employee lifecycle stages, aiding strategic decision-making.

Streamlined Hiring Lifecycle: Features automation of tasks from headhunting and job posting to recruiting and onboarding.

Customizable Interview Process: Allows for the creation of tailored interview stages and pipelines, easy scheduling within the system, effective management of interview panels, and collection of high-quality candidate feedback.

Insightful Data Analysis: Tracks candidate progression through the hiring pipeline and correlates recruiting data with performance metrics to identify successful interviewers and predict high-performer potential.

Talent Tracker is the next generation of recruiting tools for law enforcement, offering a comprehensive solution that not only simplifies the recruitment process but also enhances its effectiveness.

By adopting Talent Tracker, law enforcement agencies can secure top talent efficiently and build a repeatable, scalable recruitment process. This ATS is crucial for agencies aiming to modernize their recruitment operations and achieve better strategic outcomes in talent acquisition.

Terms

This Solution Proposal is issued under and subject to the terms and conditions of the [Master Services Agreement](#) by and between Performance Protocol and Flagstaff Police Department ("Agency").

The intended Scope of Services are as defined in this Solution Proposal. Agency understands and agrees that scope, schedule, and budget are subject to change, upon mutual agreement by both parties.

Additional work required above and beyond the defined scope within this Solution Proposal will be handled by either change order to this Solution Proposal or a new Solution Proposal.

Products & Services	Quantity	Term (months)	Unit price	Price
Recruitment Audit A thorough review of a Law Enforcement Agency's hiring process, crafted to enhance efficiency and effectiveness. In this exercise , the bottlenecks in the Agency's current system, data precision , and uncover the recruitment strategies that have been proven to work. With expert guidance, the recruitment process will be streamlined, effectively engaging candidates and establishing a robust system that consistently attracts and secures top talent.	1		\$12,000.00	\$10,000.00 after \$2,000.00 discount
Recruitment Bootcamp An on-site, multi-day workshop held at the location of your choosing aims to fundamentally elevate the skills of recruiters. Covering essential topics like data analytics and community engagement, it directly enhances the team's ability to attract and assess	1		\$25,000.00	\$25,000.00

Products & Services	Quantity	Term (months)	Unit price	Price
<p>quality candidates. Through interactive training that is both engaging and educational, the Agency's recruiters will gain effective tools to boost application rates and hire top talent more efficiently.</p>				
<p>Talent Tracker (ATS) Talent Tracker optimizes the hiring process from initial candidate contact to final contract signing, increasing recruitment effectiveness dramatically. This system not only streamlines hiring tasks but also ensures that every step is optimized for the best outcomes, thus accelerating the entire recruitment lifecycle.</p>	1	P24M	\$60,000.00 / 2 years	\$56,448.00 / 2 years after \$3,552.00 discount for 2 years

Products & Services	Quantity	Term (months)	Unit price	Price
<p>Leadership Bootcamp</p> <p>An intensive program tailored for Law Enforcement leaders, designed to refine their leadership skills, increase self-awareness, and improve communication. Through hands-on exercises and targeted coaching, participants tackle current leadership challenges, fostering stronger team dynamics and organizational effectiveness. Graduates leave with the tools to effectively manage and inspire their teams.</p>	1		\$25,000.00	\$25,000.00
<p>Set up and Kickoff Experiences</p> <p>In-person onboarding experience for Agencies rolling out the Performance Coaching Platform. Includes onboarding, concierge coach finding and platform support for new users coming online with the platform.</p>	1		\$5,000.00	\$0.00 after 100% discount
<p>Performance Coaching - Career Development and Retention Program for Law Enforcement</p> <p>Performance Coaching - Career Development and Retention Program for Law Enforcement</p>	1	P24M	\$33,552.00 / 2 years	\$33,552.00 / 2 years for 2 years
<p>Coaching Credits</p> <p>1 Credit = \$0.90 100</p>	0		\$0.90	\$0.00

Products & Services	Quantity	Term (months)	Unit price	Price
<hr/> Credits = One Level 1 Session 150 Credits = One Level 2 Session 200 Credits = One Level 3 Session <hr/>				
Per two years subtotal				\$90,000.00
				after \$3,552.00 discount
One-time subtotal				\$60,000.00
				after \$7,000.00 discount
Total				\$150,000.00

Primary Contact

For questions of clarity and continuity throughout the project, Performance Protocol’s primary point of contact will be:

Contact Name: Joe Ducey
Email: joe@performance-protocol.com

PERFORMANCE PROTOCOL | CONFIDENTIAL

Signature

Signature

Date

Printed name

EXHIBIT B
AGENCY CONTRACT
(attached)

1. CTR073948 Offer and Acceptance (60 page)
2. CTR073948 Price list (5 pages)



**Request for Proposal
SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

The Undersigned hereby offers and agrees to furnish the material, service or construction in compliance with all terms, conditions, specifications and amendments in the Solicitation and any written exceptions in the offer. Signature also certifies Small Business status.

Hundred Public Safety Inc., DBA Performance Protocol

Offeror company name

1305 W Auto Dr

Address

Tempe, AZ 85284

City, State, ZIP

Signature of person authorized to sign Offer

Daniel Folk, CEO

Printed name and Title

Daniel Folk, CEO

Contact name and Title

daniel@performance-
protocol.com

917-890-4230

Contact email address

Contact phone number

CERTIFICATION: By signature in the above, Offeror certifies that it:

1. Will not discriminate against any employee or applicant for employment in violation of Federal Executive Order 11246, [Arizona] State Executive Orders 2023-01, 2009-09 or A.R.S. §§ 41-1461 through 41-1465;
2. Has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or Service to a public servant in connection with the submitted offer. Failure to provide a valid signature affirming the stipulations required by this clause will result in rejection of the Offer. Signing the Offer with a false statement will void the Offer, any resulting contract, and may be subject to legal penalties under law;
3. Complies with A.R.S. § 18-132 when offering electronics or information technology products, Services, or maintenance;
4. Has submitted this Offer as a firm offer for 180 days following the Solicitation due date and time per the Instructions to Offers. Any extensions to the Offer Acceptance Period shall be made in accordance with A.A.C. R2-7-C310;
5. Did not and will not involve collusion or other anti-competitive practices; and
6. Is not debarred from, or otherwise prohibited from, participating in any contract awarded by federal, state, or local government.

ACCEPTANCE OF OFFER

The offer is hereby accepted.

The Contractor is now bound to sell the Materials or Services listed by the attached Contract and based upon the Solicitation, including all terms, conditions, specifications, amendments, etc., and the Contractor's Offer as accepted by the State.

The Contract shall henceforth be referred to as Contract No. CTR 073948

The effective date of the Contract is 10/1/24

The Contractor is cautioned not to commence any billable work or to provide any Material or Service under this Contract until Contractor receives purchase order, contract release document, or written notice to proceed.

State of Arizona Awarded this

1st

day of

October

20 24

Procurement officer signature



**Request for Proposal
SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

The Undersigned hereby offers and agrees to furnish the material, service or construction in compliance with all terms, conditions, specifications and amendments in the Solicitation and any written exceptions in the offer. Signature also certifies Small Business status.

Hundred Public Safety Inc., DBA Performance Protocol

Offeror company name

1305 W Auto Dr

Address

Tempe, AZ 85284

City, State, ZIP

Signature of person authorized to sign Offer

Daniel Folk, CEO

Printed name and Title

Daniel Folk, CEO

Contact name and Title

daniel@performance-
protocol.com

917-890-4230

Contact email address

Contact phone number

CERTIFICATION: By signature in the above, Offeror certifies that it:

- 1 Will not discriminate against any employee or applicant for employment in violation of Federal Executive Order 11246, [Arizona] State Executive Orders 2023-01, 2009-09 or A.R.S. §§ 41-1461 through 41-1465;
2. Has not given, offered to give, nor intends to give at any time hereafter any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor, or Service to a public servant in connection with the submitted offer. Failure to provide a valid signature affirming the stipulations required by this clause will result in rejection of the Offer. Signing the Offer with a false statement will void the Offer, any resulting contract, and may be subject to legal penalties under law;
3. Complies with A.R.S. § 18-132 when offering electronics or information technology products, Services, or maintenance;
4. Has submitted this Offer as a firm offer for 180 days following the Solicitation due date and time per the Instructions to Offers. Any extensions to the Offer Acceptance Period shall be made in accordance with A.A.C. R2-7-C310;
5. Did not and will not involve collusion or other anti-competitive practices; and
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State of Arizona Awarded this

1st


day of

October

20 24

Procurement officer signature

Attachment N - Method of Approach

	<p style="text-align: center;">Request for Proposal SOLICITATION NO.: BPM006496</p> <p style="text-align: center;">Description: Law Enforcement Coaching/Training</p>	<p style="text-align: center;">Arizona Department of Public Safety 2102 W. Encanto Blvd. Phoenix, Arizona 85009</p>
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Attachment N – Method of Approach

The Offeror shall provide a narrative response to each section that demonstrates their understanding of the Scope of Work requirements and describes the company’s overall method of approach for providing the Service(s) stated in this Solicitation. If there is a section that is not applicable to the Services required by the Scope of Work, you may mark it “N/A”.

Offeror shall provide a response either after each section or in a separate document entitled: “Attachment - Method of Approach.” If a separate document is used, please clearly designate each section and double-check to ensure that each question has been answered. If any information provided is considered CONFIDENTIAL by Offeror, the information must be specifically included in the Confidential Information Designation Attachment and related documentation to be assessed for confidential treatment under A.A.C. R2-7-103.

1.0 Offeror to provide sufficient information on how they will perform law enforcement coaching/training Services that will result in better retention, innovative recruitment solutions and professional development.

Offeror Response:

Please see our response in the following attachment labeled: Attachment - Method of Approach

N1.0

P2's Performance Coaching program coupled with its in-person training and recruitment applications represent a suite of tools for law enforcement agencies that addresses key challenges related to retention, recruitment, and professional development.

The programs are designed to meet the unique needs of law enforcement personnel by providing tailored coaching that improves employee morale, enhances performance, and creates a bridge between command and patrol. The program ultimately leads to higher retention rates, more innovative recruitment strategies, and increased professional development opportunities for officers and staff.

Enhancing Retention for Law Enforcement Agencies:

P2's Performance Coaching program is a structured, data-driven solution designed to address the critical issue of employee retention and development within law enforcement agencies. Law enforcement personnel face unique challenges, including high levels of stress, burnout, and limited career development opportunities.

These factors often contribute to significant turnover, which can destabilize departments and undermine their effectiveness. P2's coaching program offers a comprehensive approach to improving retention by focusing on personalized professional development, stress management, and overall employee well-being.

Here's a detailed explanation of how P2's Performance Coaching program works and how it directly results in better retention for law enforcement agencies:

Program Structure: Tailored, Personalized Coaching:

P2's Performance Coaching program is built on the foundation of individualized coaching sessions designed to address the specific needs of law enforcement personnel. The program is delivered through P2's proprietary Performance Platform, a virtual, user-friendly system that connects employees with professional coaches who specialize in law enforcement.

The process begins with employee enrollment, where each employee voluntarily opts into the coaching program. This voluntary participation is key to the program's success, as it encourages genuine engagement and ownership of the personal development process. Employees are provided with an informational video explaining the benefits of coaching and how it can improve both personal and professional outcomes.

Once employees have enrolled, they are introduced to the platform and onboarded during in-person or virtual sessions. During this onboarding phase, employees learn how to navigate the platform, set up their accounts, and book their first coaching session. P2 ensures that this process is seamless and provides dedicated Coach Concierge support to assist employees with any technical issues, coach matching, and session scheduling.

Baseline Assessment: Measuring Key Metrics Before Coaching Begins:

Before the coaching sessions begin, P2 conducts a baseline survey to assess the current state of employee morale, well-being, and intention to leave law enforcement. The survey includes a variety of metrics such as:

- Overall life satisfaction
- Job satisfaction
- Stress levels
- Intentions to quit law enforcement or transfer to another agency
- Emotional well-being

This baseline data serves as a reference point that allows P2 and the agency to track progress and measure the effectiveness of the coaching program over time. By collecting this data upfront, P2 ensures that any improvements or changes observed during and after the coaching engagement can be clearly identified and attributed to the program.

One-on-One Coaching Sessions: Building Rapport and Trust:

The core of P2's Performance Coaching program lies in its one-on-one coaching sessions. Employees are paired with coaches through P2's algorithmic matching system, which ensures that each employee is connected with a coach whose expertise aligns with their specific needs and goals. This personalized match is critical to the success of the program, as it fosters trust and rapport between the coach and the employee, leading to more meaningful engagement and development.

The coaching sessions are conducted virtually through the P2 Performance Platform, allowing employees to participate from anywhere, whether they are in the office or in the field. Employees typically participate in 10-15 sessions per year, with the frequency and focus of the sessions tailored to the individual's specific needs.

Key Focus Areas of Coaching Sessions:

Stress Management: Law enforcement officers face intense stress in their daily roles. Coaches help employees develop practical stress management techniques, reducing the risk of burnout and improving overall well-being.

Career Development: Coaches work with employees to establish clear career goals, offering guidance on how to achieve promotions, pursue specialized roles, or transition into leadership positions.

Emotional Intelligence and Communication: Officers often deal with high-pressure situations that require emotional control and effective communication. Coaching focuses on improving emotional intelligence, helping employees manage their responses and communicate more effectively with colleagues and the public.

Work-Life Balance: Coaches assist employees in achieving a healthier balance between their professional responsibilities and personal lives, helping to reduce absenteeism and improve job satisfaction.

By addressing these key areas, P2's coaching program supports personal growth and professional development, creating a more resilient and engaged workforce.

Continuous Support and Monitoring: Measuring Progress:

Throughout the coaching engagement, P2 employs a continuous feedback loop to monitor progress and make adjustments as needed. Employees are encouraged to provide feedback on their coaching sessions, allowing P2 to refine the program to better suit their needs. Additionally, coaches work closely with employees to adjust the focus of their sessions based on real-time challenges and developments in their professional lives.

Every six months, P2 conducts follow-up surveys with employees to assess changes in the key metrics measured during the baseline assessment. This data is compared to the initial baseline to identify improvements in job satisfaction, life happiness, stress levels, and retention-related factors such as intent to quit or transfer.

End-of-Year Report: Demonstrating Impact:

At the end of the year-long coaching program, P2 compiles an End-of-Year Report that provides a detailed analysis of the program's impact on the agency. This report includes:

- Improvements in employee morale and well-being
- Reductions in turnover and absenteeism
- Increases in employee engagement and job satisfaction
- Any shifts in the metrics tracked during the baseline and follow-up surveys

This data-driven approach allows agencies to quantify the impact of the coaching program on retention and overall employee performance. According to P2's internal data, law enforcement agencies that participate in the program experience an 82% reduction in intention to quit, a 76% increase in agency loyalty, and a 69% decrease in the desire to transfer to another agency. These significant improvements demonstrate the tangible benefits of the coaching program.

How P2's Coaching Program Directly Improves Retention:

The key to improving retention through P2's Performance Coaching program lies in its ability to address the root causes of turnover in law enforcement. By providing employees with the tools and support they need to manage stress, pursue career advancement, and achieve work-life balance, the program helps to mitigate the factors that contribute to burnout and disengagement.

Stress Management and Burnout Prevention:

By teaching employees effective stress management techniques, P2's coaching program reduces the likelihood of burnout—a common reason for turnover in law enforcement. Employees who feel supported in managing their mental and emotional well-being are more likely to stay with their agency long-term.

Career Development and Growth Opportunities:

Employees often leave agencies due to a perceived lack of career advancement opportunities. P2's coaching program addresses this by helping employees set and achieve clear career goals. Whether they aim to move into leadership roles, pursue specialized positions, or improve their current job performance, coaching gives employees a pathway to success within the agency, reducing the likelihood that they will seek opportunities elsewhere.

Improved Communication and Emotional Intelligence:

Law enforcement officers must navigate complex interpersonal dynamics, both with the public and their colleagues. P2's coaching program helps employees improve their emotional intelligence and communication skills, leading to better relationships within the agency and a more positive work environment. This fosters a sense of belonging and loyalty, reducing the desire to leave.

Work-Life Balance and Job Satisfaction:

One of the biggest contributors to employee retention is overall job satisfaction. P2's coaching program helps employees achieve a better work-life balance, which is critical for maintaining long-term job satisfaction. Employees who feel that their personal and professional lives are in harmony are less likely to experience the stress and dissatisfaction that lead to turnover.

A Proven Path to Retention Improvement:

P2's Performance Coaching program is a proven, data-driven solution for improving retention in law enforcement agencies. By addressing the specific challenges that law enforcement personnel face—including stress, career development, communication, and work-life balance—P2 helps agencies build a more engaged, motivated, and resilient workforce.

With measurable improvements in key retention metrics such as intent to quit, agency loyalty, and job satisfaction, P2's program offers law enforcement agencies a sustainable way to reduce turnover, improve employee morale, and foster long-term professional development. The tailored, flexible approach of P2's coaching ensures that employees receive the personalized support they need to succeed, making it an invaluable tool for any agency committed to improving retention.

Enhancing Staffing and Innovative Recruitment Efforts:

P2 offers a suite of recruiting services designed specifically for law enforcement agencies to improve staffing outcomes and develop innovative recruiting strategies. These services include the Recruiting Audit, Recruitment Bootcamp, Recruiter Coaching, Applicant Tracking System (ATS), and Staffing Forecaster (Future Force).

Each service provides agencies with the tools and strategies necessary to optimize their recruitment process, enhance efficiency, and ultimately meet staffing demands more effectively. Below is a detailed explanation of how each service contributes to improved staffing and innovative recruitment efforts.

Recruiting Audit: Identifying Gaps and Opportunities for Improvement:

The Recruiting Audit is a comprehensive, data-driven evaluation of an agency's current recruitment practices. This process examines everything from recruitment workflows and data integrity to outreach strategies and the overall efficiency of the recruitment process. By conducting a thorough audit, P2 helps agencies identify areas

where they may be underperforming and offers actionable recommendations to improve their recruitment efforts. Key Elements of the Recruiting Audit:

Process Efficiency & Optimization: The audit identifies bottlenecks, redundancies, and inefficiencies in the recruitment process. This enables agencies to streamline their workflows, reduce the time-to-hire, and improve the return on investment (ROI) in recruitment efforts.

Data Accuracy and Integrity: Reliable data is crucial for making informed recruitment decisions. The audit assesses the accuracy and completeness of recruitment data, ensuring that leadership can make transparent, evidence-based decisions.

Identification of Best Practices: By analyzing historical recruitment data, P2 helps agencies identify successful strategies that can be replicated. This evidence-based approach leads to more effective and consistent recruitment efforts.

Talent Pool Analysis: The audit provides insight into how well agencies are reaching potential candidates, particularly diverse and high-potential talent pools. This ensures that agencies are casting a wider net and recruiting from diverse segments.

Resulting Benefits:

The Recruiting Audit sets the foundation for a more efficient and effective recruitment process by highlighting key areas for improvement. By optimizing workflows, improving data reliability, and identifying high-potential candidate pools, agencies can increase the quality and quantity of recruits. This structured, data-driven approach also allows agencies to implement evidence-based recruiting strategies that lead to higher conversion rates.

Recruitment Bootcamp: Intensive Training for Recruitment Personnel:

Following the Recruiting Audit, P2 offers the Recruitment Bootcamp, an immersive, multi-day training program designed to equip recruitment teams with advanced skills and strategies. This program goes beyond traditional recruitment methods, offering law enforcement personnel tools to meet their staffing objectives more effectively.

Key Components of the Bootcamp:

Advanced Sales Training: Recruitment is akin to sales, requiring recruiters to "sell" the agency to potential candidates. The bootcamp teaches recruiters how to improve their communication skills, handle objections, and present the agency as an attractive place to work.

- Strategic Outreach: The bootcamp covers outreach strategies tailored to engage different demographics, such as high school students, college graduates, veterans, and passive candidates. This expands the agency's reach and helps attract a diverse talent pool.

Data Utilization: Recruiters learn how to leverage data analytics to optimize their efforts. This includes using metrics to track conversions, monitor the effectiveness of outreach channels, and improve decision-making.

Personalized Recruiting Approaches: Recognizing that different candidates require different recruitment strategies, the bootcamp teaches recruiters how to tailor their messaging and approach based on the unique needs and preferences of the target audience.

Resulting Benefits:

Recruiters emerge from the bootcamp with enhanced communication, sales, and data-driven recruiting skills. They are better equipped to engage candidates, especially passive ones, leading to a higher conversion rate. The bootcamp's focus on personalized recruiting strategies ensures that recruiters can connect more effectively with candidates, ultimately improving both the quality and quantity of hires.

Recruiter Coaching: Continuous Improvement for Long-Term Success:

To ensure that the skills learned in the bootcamp are reinforced and continuously improved, P2 offers Recruiter Coaching. This ongoing coaching program is delivered through the P2 Platform, allowing recruiters to receive personalized, one-on-one coaching from experienced recruitment professionals. The coaching focuses on both soft skills (such as communication and relationship-building) and practical strategies for managing recruitment pipelines.

Key Aspects of Recruiter Coaching:

Personalized Development: Recruiter coaching is tailored to each recruiter's strengths, weaknesses, and professional goals. This ensures that each session addresses the specific challenges they face in their recruitment role.

Real-Time Feedback: Coaches provide immediate, actionable feedback during and after recruitment activities, helping recruiters refine their techniques and improve their performance.

Ongoing Skill Building: Coaching helps recruiters stay up to date with the latest industry trends, technologies, and best practices. It also reinforces the training from the bootcamp, ensuring that these skills are applied consistently over time.

Resulting Benefits:

By providing continuous support and feedback, Recruiter Coaching ensures that recruiters can maintain and build upon the skills acquired during the bootcamp. The personalized approach helps address individual challenges and ensures long-term improvement in recruitment practices. This leads to more efficient recruitment processes and better staffing outcomes over time.

Applicant Tracking System (ATS): Streamlining the Hiring Process:

P2's Applicant Tracking System (ATS) is a specialized tool designed to streamline the hiring process for law enforcement agencies. The ATS manages every stage of recruitment, from initial contact with candidates to final onboarding. It ensures consistency, eliminates manual tasks, and provides recruiters with a clear overview of where each candidate is in the hiring pipeline.

Key Features of the ATS:

Automation of Manual Tasks: The ATS automates routine tasks such as sending interview invitations, scheduling tests, and following up with candidates. This reduces the administrative burden on recruiters and speeds up the hiring process.

Customizable Hiring Stages: Agencies can customize the hiring process to meet their specific needs, allowing for a more flexible and scalable recruitment strategy.

Data Integration: The ATS integrates seamlessly with other recruitment tools, such as P2's Recruitment Bootcamp and Coaching programs, ensuring that data is consistent across all platforms.

Real-Time Metrics: The system provides real-time insights into candidate progress, hiring timelines, and conversion rates. This data helps recruiters identify bottlenecks and areas for improvement in the hiring process.

Resulting Benefits:

The ATS simplifies the recruitment process by automating routine tasks and providing recruiters with a single platform to manage candidates. This leads to faster hiring times, improved data consistency, and better decision-making. By streamlining the hiring process, agencies can focus on attracting and engaging high-quality candidates, improving both recruitment speed and effectiveness.

Staffing Forecaster (Future Force): Predicting and Planning for Future Staffing Needs:

P2's Staffing Forecaster, known as Future Force, is a predictive tool that allows law enforcement agencies to plan for future staffing requirements based on current and projected needs. This tool uses a combination of internal agency data and external demographic trends to forecast staffing shortages, surpluses, and overall workforce needs.

Key Components of Future Force:

Forecasting Staffing Needs: Future Force projects staffing needs up to four years in advance, analyzing trends such as retirement rates, population growth, and community demands. This ensures that agencies can plan ahead and avoid staffing shortages.

At-Risk" Analysis: The tool identifies "at-risk" employees—those likely to leave or change roles within the agency—based on a variety of factors. This allows agencies to take proactive measures to retain key personnel and reduce turnover.

Organizational Health Index: Future Force integrates organizational health metrics, such as employee morale, engagement, and job satisfaction. This provides a more comprehensive view of the agency's overall workforce health and helps leadership align recruitment efforts with retention strategies.

Data-Driven Insights: The tool generates reports that can be used to brief leadership, city councils, and other stakeholders, providing clear justifications for recruitment and budgetary decisions.

Resulting Benefits:

Future Force helps agencies stay ahead of staffing challenges by forecasting future needs based on real-time data. By identifying at-risk employees and anticipating future vacancies, agencies can proactively recruit new talent, avoiding staffing shortages that could impact operations. This tool also helps agencies align recruitment strategies with long-term workforce planning, ensuring that recruitment efforts are sustainable and targeted.

Comprehensive Solutions for Improved Staffing and Innovative Recruiting:

P2's recruiting services—Recruiting Audit, Recruitment Bootcamp, Recruiter Coaching, ATS, and Staffing Forecaster—work together to create a comprehensive recruitment strategy that improves staffing outcomes and fosters innovative recruiting efforts. By addressing inefficiencies, equipping recruiters with advanced skills, and leveraging data-driven tools, P2 ensures that law enforcement agencies can meet both their current and future staffing needs more effectively.

The Recruiting Audit identifies areas for improvement, the Recruitment Bootcamp provides intensive training, and Recruiter Coaching ensures continuous professional development. The ATS streamlines the hiring process, while Future Force helps agencies predict and plan for future staffing requirements. Together, these services create a recruitment ecosystem that supports long-term staffing success in law enforcement.



**Request for Proposal
SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

Attachment L - Experience and Capacity Response

THE STATE MAY DETERMINE YOUR PROPOSAL NON-RESPONSIVE IF YOU DO NOT FULLY RESPOND.

The Offeror shall provide a narrative response to each section that demonstrates their understanding of the Scope of Work requirements and describes the company's overall experience and capacity in providing the Services stated in this Solicitation. If there is a section that is not applicable to the Services required by the Scope of Work, you may mark it "N/A".

Offeror shall provide a response either after each section or in a separate document entitled: "Attachment - Experience and Capacity Response." If a separate document is used, please clearly designate each section and double-check to ensure that each question has been answered. If any information provided is considered CONFIDENTIAL by Offeror, the information must be specifically included in the Confidential Information Designation Attachment and related documentation to be assessed for confidential treatment under A.A.C. R2-7-103.

1.0 Please provide details on your company's experience and capabilities in supplying law enforcement coaching/training services.

Offeror Response:

Please see response in the following attachment, Attachment - Experience and Capacity Response

2.0 Please provide details on how your company's software will integrate with law enforcement platforms. (3.1 & 3.6)

Offeror Response:

Please see response in the following attachment, Attachment - Experience and Capacity Response

3.0 Please explain and provide examples of what your company will provide for a comprehensive recruitment audit. (3.5)

Offeror Response:

Please see response in the following attachment, Attachment - Experience and Capacity Response

4.0 Please provide details on your company's ability to supply qualified trained coaches/training professionals (4.1.1)

Offeror Response:

Please see response in the following attachment, Attachment - Experience and Capacity Response



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**Description: Law Enforcement
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2102 W. Encanto Blvd.
Phoenix, Arizona 85009

5.0 Please provide examples of coaching/training programs implemented that have improved metrics and achieved the agencies desired results. (3.3)

Offeror Response:

Please see response in the following attachment, Attachment - Experience and Capacity Response

6.0 Please provide in detail the types of training that will be offered for agency staff for recruitment and retention. Training to be offered in person and on line. (3.5, 3.7 & 4.5)

Offeror Response:

Please see response in the following attachment, Attachment - Experience and Capacity Response

7.0 Please provide details on your company's performance metrics and how your company will measure the expected outcomes. (5.1)

Offeror Response:

Please see response in the following attachment, Attachment - Experience and Capacity Response

8.0 Financial/Accounting Information

Offeror must provide evidence of financial stability and capability to fund all costs associated with providing the relevant Materials or Services throughout the term of the Contract. The latest two (2) years audited annual financial statements including total revenue, net income, and total assets must be submitted with the Offeror's proposal. If audited financial data is unavailable, explain in full, the reason and provide the latest non-audited financial information including but not limited to balance sheet, income statement, as well as statements of cash flows, and change in financial position. Include information to attest to the accuracy of the information provided.

Offeror shall provide information regarding any irregularities that were discovered in any accounts maintained by the Offeror on behalf of others. Describe the circumstances and disposition of the irregularities.

Offeror Response:

Please see response in the following attachment, Attachment - Experience and Capacity Response

9.0 Certificates/Licenses



**Request for Proposal
SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

Submit copies of all applicable certificates and licenses that support Offeror's ability to provide the proposed Materials or Services. At a minimum, this shall include all certifications and licenses referenced in the Scope.

Offeror Response:

Please see response in the following attachment, Attachment - Experience and Capacity Response



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SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
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2102 W. Encanto Blvd.
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Company name

Signature of person authorized to sign

Attachment Supplement 1 – Conformance Statements - Exceptions to Instructions

Article / paragraph or exhibit reference	RFP language (Copy and paste from Solicitation)	Alternate language and Rationale
Special Instructions to Offerors		
X	X	Alternate language: X Rationale: X
X	X	Alternate language: X Rationale: X
X	X	Alternate language: X Rationale: X
Uniform Instructions to Offerors		
4.10.1	<p>Payment Deadline. State shall make payments in compliance with Arizona Revised Statutes Titles 35 and 41. Unless and then only to the extent expressly stated otherwise in the Pricing Section of the Special Terms and Conditions above, State shall make payment in full for Materials that have been delivered and accepted and Services that have been performed and accepted within the time specified in A.R.S. § 35-342, after both of the following occur: (a) all of the Materials being invoiced have been delivered or installed (as applicable) and accepted and all of the Services being invoiced have been performed and accepted; and (b) Contractor has provided a complete and accurate invoice in the form and manner called for in the Contract, provided that, State will not make or be liable for any payments to Contractor until Contractor has registered properly in the State's eProcurement System and provided a current I.R.S. Form W-9 to State unless excused by law from providing one.</p>	<p>Alternate Language: Payment Deadline. State shall make payments in compliance with Arizona Revised Statutes Titles 35 and 41. Unless and then only to the extent expressly stated otherwise in the Pricing Section of the Special Terms and Conditions above, State shall make payment in full upon issuance of an invoice for services or materials, in advance of delivery or performance, or for Materials that have been delivered and accepted and Services that have been performed and accepted within the time specified in A.R.S. § 35-342. For payment to occur, either: (a) all of the Materials being invoiced have been delivered or installed (as applicable) and accepted, or the invoice reflects advance payment as per contract terms; and (b) Contractor has provided a complete and accurate invoice in the form and manner called for in the Contract, provided that, State will not make or be liable for any payments to Contractor until Contractor</p>



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		<p>has registered properly in the State's eProcurement System and provided a current I.R.S. Form W-9 to State unless excused by law from providing one.</p> <p>Rationale: Justification for Upfront Payment Provision:</p> <p>The proposed change to allow for upfront billing is both industry standard and necessary for the successful execution of the contract. To date, 100% of Hundred Public Safety's customers have agreed to upfront payment, reflecting the common practice in our field (law enforcement/public safety). This payment structure is critical because it allows us to allocate the necessary capacity and resources well in advance of service delivery. Given the specialized nature of our services, we must secure personnel, equipment, and infrastructure for the entire duration of the contract, effectively reserving capacity that cannot be redeployed elsewhere.</p> <p>Upfront billing ensures that we can plan effectively, dedicate the necessary resources, and deliver the highest quality services without interruption. This payment structure mitigates risk for both parties and supports seamless performance throughout the contract period.</p>
X	X	<p>Alternate language: X</p> <p>Rationale: X</p>
X	X	<p>Alternate language: X</p> <p>Rationale: X</p>

Hundred Public Safety Inc., DBA Performance Protocol

Company name



Signature of person authorized to sign

Attachment L - Experience & Capacity Response

Confidential Sections: L8.0

L1.0

Established in 2018, and serving Law Enforcement since 2021, Performance Protocol (P2) is headquartered in Tempe, Arizona. P2 is a specialized Human Capital Management (HCM) company focused on supporting Law Enforcement Agencies in the recruitment, development, and retention of both sworn officers and civilian staff.

HCM is a strategic approach that views personnel as key assets whose value can be enhanced through targeted investment in training, career development, and cultural change initiatives. This parallels the idea that investing in technology boosts productivity; similarly, investing in employees leads to substantial organizational benefits.

P2 addresses the entire employee lifecycle, from recruitment and onboarding to training, performance evaluation, and career advancement. The goal is to ensure that competent personnel are placed in the right roles, creating an environment where they are motivated and equipped to succeed. P2 supports Law Enforcement Agencies in three key areas:

1. Recruiting the right people for the right roles.
2. Developing employees personally and professionally.
3. Retaining employees in a sustainable, healthy, and proactive manner.

P2 achieves this through its proprietary online platform, an industry-exclusive performance coaching program developed in partnership with FBI National Academy Instructors, International Coaching Federation instructors, and a full suite of recruitment services & software solutions. It also offers a suite of recruiter coaching and training programs based on the US Navy's "Valor" Recruiter Playbook, positioning P2 to effectively support agencies in attracting and placing candidates.

By applying HCM principles, P2 helps agencies align employee skills and aspirations with organizational goals, fostering a culture of continuous improvement and innovation. The company's services include recruitment audits and bootcamps designed to train employees in effective recruitment practices, ensuring accurate placement from the start.

In addition to recruitment, P2 emphasizes personal and professional development through one-on-one performance coaching facilitated virtually via its proprietary platform. These coaching sessions aim to enhance both individual and organizational performance.

P2's retention programs focus on cultural transformation and bottom-up leadership, encouraging junior and mid-level staff to take initiative and drive positive change. These initiatives aim to create a dynamic, engaged, and effective workforce.

While many providers may offer wellness, mental health, or standalone coaching services to the policing sector, P2 stands out by offering a comprehensive suite of solutions specifically designed to address the recruitment, development, and retention challenges in American Law Enforcement. This commitment underscores its dedication to providing tailored solutions for this unique sector.

L2.0

In response to section 3.1, P2's proprietary online platform, the P2 Performance Platform, is specifically designed to meet the needs of modern policing. It addresses critical elements such as algorithmic coach matching and a user-friendly interface, ensuring ease of use and engagement. The platform prioritizes confidentiality, safeguarding sensitive law enforcement data, while delivering optimal performance across various operational scenarios.

A key feature, the Command Center, provides agency administrators with a dashboard offering full transparency into all P2 activities. This includes metrics such as the number of coaching and recruiting

sessions, active coaches, topics covered, progress, and remaining credits. By providing measurable data, the Command Center ensures agencies can track and maximize their investment.

P2 also offers a dedicated Coach Concierge service, providing 24/7 support to all enrolled employees. Each employee is assigned a personal concierge to assist with coach matching, technical troubleshooting, session bookings, and more, maintaining regular contact throughout the coaching engagement.

With a network of several hundred specialized coaches, P2 offers unparalleled customization and comprehensiveness. The coaching program is scalable to agencies of all sizes and is tailored to meet diverse needs. P2 uniquely integrates law enforcement-specific performance coaching, enabling agencies to manage large workforces across multiple locations.

The platform's design considers the unique work environment of law enforcement personnel, with optimized connectivity and user experience, even in challenging conditions such as use in patrol cars. P2 provides 24/7 platform access and technical support for both employees and administrators, ensuring uninterrupted service.

P2 prioritizes diversity, adhering to the principle that "there is a coach for everyone." Over 30% of P2 coaches are female, 11% are African American, 7% are Hispanic, and 7% identify as LGBTQ+. Coaches are proficient in English, Spanish, and French. Professionally, P2's coaches come from diverse law enforcement backgrounds, including roles such as State Police Colonels, SWAT Commanders, Detectives, and FBI Agents, providing relevant coaching across the spectrum of law enforcement roles.

Additionally, P2's coaches bring expertise in areas such as financial coaching, health and wellness, promotional guidance, retirement transitions, and more. With a network spanning the United States and covering over 120 topics, P2 offers tailored coaching services to meet the unique needs of law enforcement personnel, reinforcing its philosophy of individualized support.

In response to section 3.6, P2 distinguishes itself with its Recruiter Training Solutions, offering a comprehensive approach to recruitment specifically designed for law enforcement agencies. These solutions include in-person training, recruiter-specific coaching through P2's platform, and two virtual applications.

The program begins with a Recruiting Audit, which involves a thorough evaluation of the agency's existing recruitment practices. It assesses what is effective, identifies areas for improvement, and evaluates the tools and resources in use. An in-depth report is then produced, providing insights and establishing the foundation for the subsequent phases of the program.

The next phase is the On-site Bootcamp, an immersive experience conducted by P2's Master Coach Recruiters. This training provides agency recruitment personnel with advanced strategies and techniques, aiming to elevate their skills to match those of top recruiters in the private sector. The objective is to enhance the effectiveness and efficiency of recruitment efforts within the agency.

To complement the bootcamp, P2 offers a unique Recruiter Coaching experience, tailored specifically for law enforcement recruiters. Through P2's proprietary platform, recruiters can access one-on-one virtual coaching sessions with a P2 Recruitment Coach. This personalized approach focuses on professional development, with an emphasis on both soft skills and personal improvement. The coaching complements ongoing education and ensures continuous improvement in recruitment practices.

In terms of applications, P2 offers a forecasting staffing tool, called Future Force. Future Force enables agencies to plan for future staffing requirements by aligning current hiring with both present and anticipated needs. The tool includes a "Hire for the Future" feature, which forecasts staffing needs up to four years in advance by analyzing internal trends.

This strategic approach helps agencies maintain adequate staffing levels and avoid potential shortages. The tool also includes an "At Risk Events" feature, providing real-time data and visualizations of potential staffing risks, such as the likelihood of personnel leaving. Additionally, the "At Risk Employees" feature offers real-time visualizations of individuals or groups at risk of leaving or changing roles within the agency.

Developed by P2's Organizational Development and Clinical Psychology teams, Future Forecaster evaluates over 30 key personnel indicators, combining psychological and organizational insights to deliver precise,

actionable forecasts. This tool integrates seamlessly into the Command Center, consolidating forecasting management in one dashboard.

P2's other application is called Talent Tracker, which is a specialized applicant tracking system (ATS) designed for law enforcement agencies. It enhances recruitment efficiency across all levels, streamlining the hiring process from initial candidate contact to contract signing.

The system ensures data consistency and alignment of recruitment strategies across the team. Talent Tracker also allows agencies to customize their hiring process to meet specific needs while ensuring data integrity and efficiency, ultimately helping to build a repeatable and scalable recruitment process. It provides tools to manage interview panels, capture high-quality candidate feedback, and eliminate manual tasks, all while supporting recruitment activities from headcount planning to onboarding.

Talent Tracker's advanced reporting capabilities connect hiring activities to every stage of the employee lifecycle, enhancing strategic decision-making. The system tracks candidate progress through the hiring pipeline and integrates recruitment data with performance metrics to identify which interviewers can predict high performers.

It provides detailed insights into how candidates move through the pipeline, identifies stages that need improvement, and tracks the time it takes for candidates to transition from application to hire. This data can be filtered by time period, department, and other factors to help agencies refine their recruitment strategies.

L3.0

P2's Recruitment Audit is a thorough, data-driven evaluation designed to help law enforcement agencies identify areas for improvement in their recruitment processes. This audit delves deeply into every aspect of police recruitment, from workflow efficiency to data integrity, ensuring that agencies operate at peak performance. It provides a complete scorecard, executive summary, key takeaways, and actionable recommendations, setting the stage for a more effective and personalized Recruitment Bootcamp tailored specifically to the agency's needs.

Key Areas of Focus:

Process Efficiency & Optimization: The audit identifies bottlenecks and redundancies within the recruitment workflow, addressing inefficiencies that extend the hiring process. By streamlining operations, agencies can reduce hiring time and improve the return on investment in recruitment efforts.

Data Accuracy and Integrity: Ensuring recruitment data is accurate and complete is critical for transparent decision-making. The audit assesses the reliability of this data, empowering leadership to make informed decisions that align with the agency's recruitment goals.

Identification of Best Practices: By evaluating historical recruitment data, the audit uncovers successful strategies that can be replicated. Agencies are encouraged to use evidence-based decision-making to enhance their overall recruitment effectiveness.

Talent Pool Analysis: The audit leverages data insights to identify effective outreach strategies and target diverse, high-potential candidate pools. This approach ensures the agency builds a competent and diverse future hiring pipeline.

Continuous Improvement: The Recruitment Audit establishes a framework for ongoing monitoring and improvement. By fostering a culture of continuous refinement, agencies can adapt their recruitment processes to stay efficient and effective over time.

This immersive audit engages all relevant stakeholders in the recruitment process, working closely with key personnel to uncover potential challenges and develop custom solutions. The audit covers:

- Collaboration with recruitment teams to identify and address challenges.
- Development of a tailored recruiter's sales approach.
- Initiation of high school engagement programs and delayed entry programs.
- Enhancement of presentation skills and recruitment processes for greater efficiency.
- Alignment of all stakeholders to create a consistent workflow from recruitment to hire.
- Strategic marketing efforts and market analysis for optimized prospecting.
- Establishment of clear metrics and goals for both the agency and individual recruiters.
- Specialized training and sustained coaching to support ongoing improvement.

The Recruitment Audit not only highlights areas for enhancement but also lays the groundwork for a forward-thinking, data-driven recruitment strategy. By embracing this service, agencies can ensure their recruitment processes are more efficient, targeted, and aligned with long-term goals, preparing them to meet the future demands of law enforcement recruitment effectively.

L4.0

P2's Coach Training Program is distinguished by its affiliation with the FBI National Academy, having been designed and led by former directors and instructors, including Cory McGookin, Don Bostic, and Paul Bertrand. Currently, Cory McGookin continues to lead P2's Coach Training Program. This connection provides the program with a level of expertise, credibility, and authenticity that sets it apart from others in the field.

The Program also incorporates best practices from the International Coaching Federation (ICF), recognized globally as the benchmark for coaching excellence. This ensures P2's coaching program aligns with the highest international standards and methodologies in the field.

To uphold these standards, P2 requires all prospective coaches to complete a rigorous training regimen. Developed by seasoned instructors from the FBI National Academy, the training process includes:

Initial Screening: Prospective coaches undergo a series of interviews and background checks.

Extensive Training: Candidates complete 32 modules and 15 tests in P2's exclusive online Coach Training Academy, covering topics such as rapport building, emotional intelligence, and critical coaching scenarios.

Practical Assessment: After the theoretical training, candidates conduct a live coaching session under the supervision of an FBI National Academy instructor to demonstrate practical competency.

Profile Eligibility: Only coaches who demonstrate competency can feature their profiles on the P2 Platform.

Ongoing Quality Assurance: P2 maintains high standards through regular quality checks, client feedback, and monthly training sessions for all coaches.

Diversity: As previously mentioned, P2 is committed to diversity, embracing the principle that "there is a coach for everyone." This commitment encompasses both personal attributes and professional expertise. In terms of personal diversity, P2's coaching network includes:

- Over 30% of coaches are female.
- 11% are African American.
- 7% identify as Hispanic.
- 7% are part of the LGBTQ+ community.
- Coaches are proficient in English, Spanish, and French.

P2's diversity extends to the professional experience of its coaches, who come from varied law enforcement backgrounds, including roles such as State Police Colonels, Chiefs, SWAT Commanders, Detectives,

Dispatchers, FBI Field Agents, and Field Training Officers. This diverse expertise allows P2 to provide specialized, relatable coaching to a wide range of law enforcement personnel.

In addition to law enforcement experience, P2's coaches specialize in areas such as financial coaching, health and wellness, promotional guidance, relationship coaching, secondary income development, and retirement planning. With a network of coaches across the United States offering expertise in over 120 topics, P2 is committed to providing tailored coaching services that meet the diverse needs of law enforcement personnel, ensuring that every individual receives personalized support.

P2's Coach Training Program is uniquely credible due to its FBI National Academy credentials and adherence to ICF standards. This thorough training process ensures that coaches operate at a high level of efficacy and align with global best practices in coaching, setting P2 apart in Human Capital Management.

L5.0

CASE STUDY 1: Maui Police Department, Maui, Hawaii

Background:

Attracting and retaining qualified personnel has become a major challenge for law enforcement agencies. Despite offering competitive compensation and the appeal of island living, the Maui Police Department (MPD) in Hawaii experienced a decline in both the quantity and quality of job applications since 2016. When Chief John Pelletier assumed leadership in 2021, he inherited a department that was nearly 100 officers short of its authorized strength.

The Challenge:

Chief Pelletier recognized the urgent need to overhaul MPD's recruitment strategy. The absence of a dedicated recruiter and a well-defined recruitment infrastructure posed significant obstacles.

The Solution:

In late 2023, MPD partnered with Performance Protocol to tackle these challenges. Moving away from traditional recruitment methods, Performance Protocol conducted a comprehensive Recruiting Audit Analysis to identify inefficiencies in MPD's existing recruitment processes.

The Approach:

Leveraging insights from the audit, Performance Protocol implemented a tailored two-day Recruitment Bootcamp for MPD's recruiters. The program focused on 11 core modules, including sales training, objection handling, data utilization, and strategies to engage the new generation of law enforcement professionals.

Results:

The partnership delivered impressive results. Within four months, Chief Pelletier reported a 60% increase in successful hires, even as the number of applications dropped compared to the previous year. The year 2023 marked MPD's best hiring performance since 2016, highlighting the effectiveness of Performance Protocol's innovative recruitment strategy.

Key Lessons Learned:

The collaboration between Maui PD and Performance Protocol highlights the critical role of strategic recruitment and modern training techniques. Chief Pelletier's leadership is a strong example of the benefits of embracing innovation and optimizing internal processes, offering valuable lessons for forward-thinking law enforcement leaders. Notably, MPD achieved 60% more hires despite receiving 353 fewer applications in 2023, demonstrating that recruiter competence and strategic processes are more impactful than simply increasing the number of applicants.

Conclusion:

In early 2023, Maui Police Department faced its worst recruitment year in nearly a decade. However, through its collaboration with Performance Protocol, the department successfully revamped its recruitment strategy and improved recruiter training, leading to a significant rise in successful hires despite fewer applications.

This outcome demonstrates that with the right strategy, processes, and recruiter competency, law enforcement agencies can significantly enhance recruitment success. The Maui PD experience challenges the conventional industry focus on increasing applicant numbers through marketing and recruitment campaigns, emphasizing the importance of quality over quantity in both the recruitment process and candidate selection.

CASE STUDY 2: Four Agency Coaching Pilot, Boise Metro Area, ID

Background:

In the summer of 2023, four law enforcement agencies in the Boise Metro Area—Boise PD, Mountain Home PD, Meridian PD, and Caldwell PD—participated in a three-month pilot of Performance Protocol's Coaching Platform to address employee retention and turnover. The program was open to both sworn officers and civilian employees, with participants opting in voluntarily. The results show coaching as an effective tool for mitigating turnover.

The Challenge:

Although Idaho is a popular destination for lateral transfers, agencies across the state continue to face challenges with employee retention, especially among younger employees, including Millennials and Gen Z. Recognizing that financial incentives and material perks were not sufficient, the leadership of the participating agencies sought a new approach to improve retention.

The Solution:

In January 2023, Command Staff from the four agencies attended a one-hour briefing on Performance Protocol's Coaching Platform. They recognized that coaching could be a scalable solution for employees most at risk of leaving. All four agencies agreed to pilot the Coaching Platform for 90 days to assess its impact.

The Approach:

Each agency allocated a limited number of seats for the pilot, and employees were invited to opt-in by responding to an explainer video. Participants were selected on a first-come, first-served basis and attended a one-hour in-person onboarding session, where they learned about coaching and the platform. Employees then selected their coaches and began booking one-on-one virtual coaching sessions. The program also offered optional Cardiometabolic Health Screens (PHR blood tests), and participants were measured on various personal and professional metrics before and after the 90-day program.

Results:

The pilot saw high levels of engagement across all four agencies, with participants booking an average of 4.42 sessions per month, or approximately once per week. Participation was completely voluntary, and more than half of the group opted for the blood test, which many described as an "eye-opening wakeup call." Most importantly, the pilot resulted in a significant decrease in participants' intentions to quit the profession, change roles within their agency, or leave for another agency.

Key Lessons Learned:

The participating agencies in Boise, Caldwell, Meridian, and Mountain Home significantly improved employee retention among pilot participants through Performance Protocol's Coaching Program. The success was driven by three main factors:

1. The program's opt-in nature increased enthusiasm and engagement, as employees felt empowered by choosing to participate.
2. Coaching fostered personal accountability and behavioral change, reflected in the high engagement and frequent session bookings—an uncommon achievement in law enforcement.
3. The program offered employees a new perspective, demonstrating that personal growth, not job change, was the key to resolving frustrations.

This innovative approach not only improved retention but also enhanced the overall well-being and commitment of the participants.

Conclusion:

Performance Protocol's Coaching Program has proven effective in increasing employee retention among participating law enforcement officers. This outcome highlights the broader applicability of coaching as a retention tool across industries. The data clearly demonstrates that coaching principles are not only transferable but also highly relevant to law enforcement, positioning the program as a transformative approach for enhancing job satisfaction and commitment among police officers.

CASE STUDY 3: Delta Police Department, Vancouver, Canada**Background:**

Since Q3 of 2023, the Delta Police Department has been actively using Performance Protocol's Coaching Platform to assess its impact on employee morale, wellbeing, and retention. Participants included both sworn officers and civilian employees. The data gathered shows coaching to be an effective tool in enhancing employee wellness, reducing turnover intentions, and fostering a culture of accountability and personal excellence.

The Situation:

Despite being one of the highest-paid and top-rated law enforcement employers in Canada, Delta PD still faced challenges related to employee morale, retention, and overall well-being.

The Solution:

Delta PD's Chief learned about Performance Protocol's Coaching Platform and presented the idea to the Command Staff. A three-month pilot program was launched in early Q3 of 2023, which led to further agency adoption.

The Approach:

Delta PD initially allocated 11 slots for both sworn and civilian employees to participate. Employees were invited to opt into the pilot program by responding to an explainer video, with participants selected on a first-come, first-served basis. Once selected, employees attended a one-hour, in-person onboarding session to learn about coaching and how to get started on the platform. Participants chose their coaches and began booking one-on-one virtual coaching sessions. Personal and professional metrics were measured before and after the 90-day program, and the results reflect changes observed during this period.

Top Topics Covered:

- Leadership Mental Blocks / Negative Thinking
- Frontline Supervisor Motivation
- Stress Management
- Family Relationships
- Physical Health

Results:

Delta PD saw high levels of employee engagement, with each employee booking an average of 4.1 sessions per month, roughly one per week. Notable outcomes included the elimination of thoughts about quitting or changing roles within the agency. Positive shifts in attitudes towards the agency and colleagues were also observed. Employees who experienced a mental shift regarding their job and overall wellbeing began to encourage others to consider careers in law enforcement and even apply to Delta PD.

Key Lessons Learned:

The Coaching Pilot revealed significant insights. Pre-survey data showed that many officers were at high risk of turnover, facing stress, sleep difficulties, and other wellbeing issues, which negatively impacted department operations and posed safety risks to the public.

After coaching, the post-survey results indicated reduced turnover risk and improvements in wellbeing, particularly for those who actively participated in the coaching sessions. This suggests even greater potential benefits with wider use of coaching services. The data highlighted the broad advantages of professional coaching, including improved self-awareness, confidence, accountability, self-care, work performance, communication, and interpersonal relationships—benefits seen across various industries.

The survey concluded that 75% of officers who completed the post-survey recognized the benefits of P2 coaching for themselves and their colleagues, with the remaining 25% acknowledging potential benefits. This consensus highlights the value of the intervention, supporting a discussion about expanding the coaching program to further address turnover, stress, and wellbeing concerns.

L6.0

Specifically regarding training, P2 offers six unique training experiences, all of which are designed for sworn and civilian staff, including HR Professionals. Detailed descriptions of each training is below, including the materials, handouts, and resources which accompany them.

Training 1: Recruitment Audit

P2's Recruitment Audit is a comprehensive, data-driven evaluation aimed at helping law enforcement agencies improve their recruitment processes. This audit thoroughly examines all aspects of recruitment, from workflow efficiency to data integrity, ensuring that agencies can optimize their performance. It provides a detailed scorecard, executive summary, key takeaways, and actionable recommendations, setting the stage for a more personalized and effective Recruitment Bootcamp tailored to the agency's specific needs.

Key Areas of Focus:

Process Efficiency & Optimization: The audit identifies bottlenecks and redundancies in the recruitment workflow, helping agencies streamline operations to reduce hiring time and increase the return on investment in recruitment efforts.

Data Accuracy and Integrity: Ensuring that recruitment data is accurate and complete is vital for transparent decision-making. The audit evaluates the reliability of this data, enabling leadership to make informed decisions that align with the agency's recruitment objectives.

Identification of Best Practices: By analyzing historical recruitment data, the audit uncovers successful strategies that can be replicated. Agencies are encouraged to adopt evidence-based decision-making to enhance their overall recruitment effectiveness.

Talent Pool Analysis: The audit uses data insights to identify the most effective outreach strategies and target diverse, high-potential candidate pools, ensuring a competent and diverse pipeline for future hiring.

Continuous Improvement: The audit establishes a framework for ongoing monitoring and refinement of recruitment processes. By fostering a culture of continuous improvement, agencies can adapt their strategies to remain efficient and effective over time.

This immersive process involves engaging all key stakeholders in the recruitment process and collaborating with personnel to identify challenges and develop tailored solutions. The audit includes:

- Collaboration with recruitment teams to pinpoint and address issues.
- Development of a customized recruiter sales approach.
- Implementation of high school engagement and delayed entry programs.
- Enhancement of presentation skills and overall recruitment processes.
- Alignment of stakeholders to ensure a consistent workflow from recruitment to hire.
- Strategic marketing and market analysis for optimized prospecting.
- Establishment of clear metrics and goals for the agency and individual recruiters.
- Specialized training and ongoing coaching to support continuous improvement.

Training Materials Provided:

Upon completion of the Recruitment Audit, the agency receives unlimited access to both digital and printed versions of the full audit report. These materials include a comprehensive scorecard, detailed notes, and identified areas for improvement. The report serves as a valuable resource for the agency to refer to as it implements changes and continuously improves its recruitment process. These materials provide clear guidance for addressing key challenges and tracking progress over time, ensuring long-term success and accountability.

The Recruitment Audit not only identifies areas for improvement but also lays the foundation for a forward-thinking, data-driven recruitment strategy. By adopting this service, agencies can ensure their recruitment processes are more efficient, targeted, and aligned with long-term objectives, better preparing them to meet future law enforcement recruitment demands.

Training 2: Recruitment Bootcamp

P2's Recruitment Bootcamp is an intensive, multi-day training program designed to equip agency employees responsible for recruitment with the necessary skills and strategies to meet staffing objectives. Spanning 15 core modules, the bootcamp focuses on providing practical tools for optimizing recruitment efforts, going beyond traditional marketing techniques to address the specific challenges faced by law enforcement agencies.

The curriculum includes advanced topics such as data analytics, optimization of applicant tracking systems, and the use of strategic hiring incentives. Participants will also learn how to build community partnerships to enhance public perception and expand their talent pool. The program emphasizes best practices for communication, tailored recruitment approaches for diverse markets, and fostering a positive organizational culture. By the conclusion of the bootcamp, attendees will have gained actionable insights and solutions to drive their agency's recruitment initiatives.

Interactive & Practical Learning: The bootcamp promotes active participation through role-playing exercises and real-time feedback. This hands-on approach enables participants to practice and refine their skills in a supportive environment, ensuring they can immediately apply what they have learned to enhance their recruitment strategies.

Key Highlights: This bootcamp is ideal for individuals responsible for recruitment or transitioning into a recruiting role within law enforcement agencies. It is designed to help both experienced recruiters and those new to the role develop critical skills for recruitment success.

Upon completion of the P2 Bootcamp, participants will demonstrate competence in the following areas:

- Development of a comprehensive, strategic recruitment plan specific to their agency.
- Creative and effective prospecting techniques.
- Canvassing strategies for high school and college students.
- Persuasive communication and objection-handling skills.
- Data-driven recruitment management, tracking, and conversions.
- Enhanced confidence and enthusiasm for recruitment efforts.
- Practical skills that can be immediately implemented within the agency.

Bootcamp Agenda

1. Kick-Off & Mindset
 - Establishing the right mindset for achieving different results.
2. The Ideal Candidate
 - Defining the profile of the ideal recruit and aligning recruitment strategies accordingly.
3. Know Your Target Market
 - Understanding generational preferences, communication styles, & workplace dynamics of Gen X, Y, and Z.
4. Sales Training 101

- Recruiting as a form of sales, including how recruiters represent both the agency and themselves.
- 5. Subconscious Communication**
 - Exploring the impact of body language and mannerisms on recruitment interactions.
- 6. Authentic Communication**
 - Building confidence in engaging with candidates in a natural and effective manner.
- 7. Leveraging Data & Market Analysis**
 - Using data to identify key candidate profiles and enhance recruitment efficiency.
- 8. Future Forecasting**
 - Preparing for future staffing needs by developing long-term hiring strategies.
- 9. Candidate Experience**
 - Examining the candidate's journey, identifying friction points, and improving the overall recruitment process.
- 10. Prospecting Channels**
 - Identifying key channels for attracting applicants, including veterans and community networks.
- 11. Fractional & Part-Time Recruiters**
 - Maximizing the impact of part-time recruiters within the agency.
- 12. Daily Plan & Strategy**
 - A step-by-step guide to effective recruitment, with a focus on actionable strategies.
- 13. Setup for Success**
 - Retention strategies to ensure long-term commitment from recruits and the recruiter's role in shaping agency culture.
- 14. Managing Up**
 - Communicating recruitment strategies to leadership, city management, or HR effectively.
- 15. Go Forward Plan**
 - Providing participants with a clear plan for continuing their recruitment efforts post-bootcamp.

Training Materials Provided: Upon completion of the bootcamp, participants will receive comprehensive and unlimited access to training materials, including workbooks, complete copies of all slides and presentation materials, and a resource checklist for recruiters. These materials serve as valuable tools for implementing and sustaining the strategies learned during the program, ensuring continued success in recruitment efforts.

Training 3: Recruiter Coaching

P2's Recruiter Coaching program is specifically designed to reinforce and sustain the skills and strategies learned during the Recruitment Audit and Bootcamp, serving as a key mechanism for driving long-term success. While the audit highlights areas for improvement and the bootcamp provides essential tools, coaching offers personalized, ongoing support that ensures recruiters can effectively apply what they've learned in real-world scenarios.

Delivered through the P2 Platform, the coaching program allows law enforcement recruiters to access one-on-one virtual coaching sessions from anywhere, providing the flexibility to work remotely. Recruiters also have the option to choose from a variety of experienced coaches, selecting one that aligns with their personal preferences, needs, and areas of focus. This ability to customize the coaching experience ensures that each recruiter receives targeted support that is relevant to their individual challenges and goals.

Coaching for law enforcement recruiters focuses on professional development, with a particular emphasis on soft skills such as communication, problem-solving, and time management. This approach is especially

valuable in law enforcement recruitment, where the ability to identify, attract, and retain top talent is crucial. By refining these skills, recruiters can enhance their efficiency and effectiveness, leading to stronger recruitment outcomes.

Each coach provides their client—such as AZ DPS recruiters—with a unique set of unlimited access to training materials tailored specifically to the needs and objectives of the recruiter and the agency. These materials are customized to reinforce key lessons from the audit and bootcamp, ensuring that recruiters have the tools they need to continually improve their recruitment practices.

By leveraging the P2 Platform, coaching becomes a flexible and dynamic resource, giving recruiters the support they need to perform at their best. This sustained guidance helps ensure that the lessons from the Recruitment Audit and Bootcamp are fully integrated into daily operations, fostering a culture of continuous improvement and enabling recruiters to consistently achieve their staffing goals.

Training 4: Performance Coaching

P2's Performance Coaching experience is the primary program designed to address employee retention by improving morale and performance at the individual level. Performance life coaching is a structured, one-on-one process where employees work with professional coaches to set and achieve personal and professional goals. In a law enforcement context, coaching helps bridge the gap between Command and Patrol by addressing the unique challenges faced by officers, such as stress, communication barriers, and career development. By offering personalized support, performance coaching enhances job satisfaction, fosters a sense of accountability, and ultimately reduces attrition, improving retention rates within the agency.

Program Overview:

Employee Enrollment: P2 launches an agency-wide campaign inviting all employees to participate in the coaching program. Employees are provided with an informational video that explains the benefits of coaching and how it can support their personal and professional growth. It is critical that employees self-enroll in the program, as voluntary participation is key to success. Mandating enrollment is not advised, as it can undermine engagement.

Employee Onboarding: Once interested employees are identified, P2 hosts on-site enrollment sessions. During these sessions, employees receive detailed information about the program, set up their devices, learn how to use the platform, and book their first coaching session. This hands-on approach ensures that employees are fully equipped to engage with the platform and begin their coaching journey.

Baseline Measurement: Before coaching sessions begin, P2 administers a baseline survey that captures a range of employee metrics, such as overall life satisfaction, job satisfaction, and intentions to leave law enforcement. This baseline data serves as a reference point for future surveys, allowing the agency to track progress and measure the impact of the coaching program.

Coaching in Action: With employees onboarded to the platform, they begin scheduling their coaching sessions and building a working relationship with their assigned coach. Most employees participate in 10-15 coaching sessions annually, with the cadence and topics varying based on each individual's needs. Topics may include stress management, career planning, communication skills, or personal development.

Performance Data Collection: Every six months, employees complete a follow-up survey to assess changes in key metrics compared to the baseline data. This ongoing data collection allows the agency to monitor the effectiveness of the coaching program and make adjustments as needed.

End-of-Year (EOY) Report: At the end of the coaching year, a final survey is conducted, and P2 produces a comprehensive report summarizing the outcomes of the coaching program. This report provides insights into overall improvements in employee morale, reductions in turnover intention, and other key performance indicators. Agencies can expect to see significant gains in employee engagement and retention.

All Performance Coaching sessions are conducted online through P2's Performance Protocol Platform, making it convenient for employees to access their coaching sessions from anywhere. This virtual program offers flexibility and accessibility, allowing participants to engage in coaching without disrupting their work schedules.

Each coach also provides their clients with tailored training materials, specific to the needs and goals of the employee. For example, AZ DPS recruiters will receive materials unique to their role, ensuring that the coaching experience is customized and highly relevant. By providing ongoing support and personalized guidance, P2's Performance Coaching program plays a crucial role in safeguarding against attrition and fostering a positive, growth-oriented culture within law enforcement agencies.

Training 5: Leadership Coaching

This program is designed to enhance leadership skills within police organizations. Through a comprehensive curriculum that integrates leadership principles, communication techniques, and self-awareness, the bootcamp addresses the immediate challenges faced by today's law enforcement leaders.

Leadership Excellence: Participants will learn to exemplify leadership excellence, inspiring their teams to navigate the complex challenges typical in law enforcement. This includes exploring different leadership styles, understanding the traits of respected leaders, and comparing transactional and participative leadership approaches.

Enhanced Communication Skills: The program emphasizes the importance of effective communication to bridge internal organizational gaps. Participants will engage in exercises focused on active listening, understanding generational differences, and building trust. Key strategies include explaining decisions clearly and defining communication roles at all levels to ensure transparency and cohesion.

Self-Awareness & Feedback: Attendees will receive feedback on how they are perceived as leaders, helping them identify strengths and areas for growth. The bootcamp promotes continuous professional development and offers tools for enhancing emotional intelligence and leadership effectiveness.

Organizational Impact: Strengthening leadership within the organization can lead to improved team morale, greater cohesion, and reduced turnover. Participants will explore cognitive styles such as IQ, EQ, and PQ, and how these factors influence decision-making and leadership performance.

Areas of Focus:

The bootcamp covers a range of topics aimed at equipping leaders with practical solutions and strategies for ongoing development and effectiveness in their roles, including:

- Generational Dynamics: Understanding the motivations and differences between generations in the workforce.
- Reputation Management: Enhancing the department's public and internal reputation.
- Staff Retention: Identifying causes of staff attrition and developing strategies to improve retention.
- Agency-Specific Challenges: Addressing unique issues relevant to the agency to ensure applicable solutions.

Conflict Resolution: Participants will learn strategies for building trust-based relationships and managing underperforming employees. The bootcamp focuses on balancing corrective actions with maintaining team morale.

Tailored Leadership Strategies: This program provides practical strategies tailored to the modern challenges of law enforcement leadership. Participants are encouraged to work with leadership coaches to further develop personal skills, refine their leadership approach, and improve their ability to foster optimism and positive outcomes within their teams.

Key Leadership Topics: The bootcamp covers 18 essential topics to enhance leadership capabilities:

- Agency Context
- Balancing Actions
- Bridging Gaps
- Cognitive Styles
- Communication
- Communication Roles
- Conflict Resolution
- Emulating Leaders
- Explaining Decisions
- Generational Differences
- Leadership Approaches
- Leadership Development
- Leadership Perception
- Leadership Styles
- Managing Employees
- Reputation Management
- Staff Attrition
- Trust-Building

This interactive program provides leaders with the tools they need to strengthen their impact within the organization and guide their teams with confidence and clarity.

Training 6: Staffing Forecaster

Future Force, P2's commercial staffing forecaster, is a comprehensive and adaptable tool designed to evaluate an agency's current organizational health and project future staffing needs. Although not a training program in itself, it includes an educational component to familiarize agency recruiters and HR staff with its functions. Once trained, agency staff can leverage the tool as a powerful multiplier for recruitment efforts and long-term workforce planning.

Future Force integrates various data points, including community demographic information, agency performance metrics, and organizational development insights, to provide a detailed view of the factors influencing staffing requirements. By analyzing this data, the tool allows agency leaders to anticipate future staffing needs, adjust recruitment strategies, and ensure that workforce planning is aligned with both current conditions and future demands.

The staffing forecaster works by continuously monitoring internal and external factors that impact staffing, such as population growth, retirements, attrition rates, and community needs. It uses predictive analytics to project when and where staffing shortages may occur and recommends proactive measures to mitigate them. This enables agencies to plan ahead, avoiding staffing crises and ensuring that resources are allocated efficiently.

Future Force goes beyond simple headcount projections by incorporating organizational health metrics through an organizational development index. This index evaluates factors such as employee morale, engagement, productivity, and overall satisfaction. By correlating these organizational health scores with staffing needs, the tool provides a more nuanced understanding of how internal culture and employee wellbeing influence recruitment and retention.

For example, an agency experiencing low morale or high turnover may require not just more recruits but a targeted retention strategy. Future Force allows HR staff to identify underlying issues and align staffing forecasts with initiatives to improve organizational health. This holistic approach ensures that the agency is not only filling vacancies but also fostering a sustainable, positive work environment.

The insights provided by Future Force help agencies make data-driven decisions, improving the effectiveness of staffing strategies. By projecting staffing needs 3-5 years into the future, agencies can better allocate recruitment resources, justify budget requests, and ensure that staffing levels are adequate to meet future operational demands.

The tool generates detailed reports that are suitable for briefings to city councils and other stakeholders, offering clear justifications for staffing needs and financial planning. These reports are not only a reflection of current conditions but also a forward-looking assessment that helps align agency goals with community expectations.

Future Force seamlessly integrates with other software in Performance Protocol's suite, such as the Recruitment Audit and Bootcamp programs. This connectivity ensures that the forecasting insights generated by Future Force are continuously aligned with the agency's recruitment and retention strategies. As conditions evolve, the forecaster adapts, providing real-time data to support ongoing agency planning.

Future Force is a vital tool for law enforcement agencies aiming to improve staffing effectiveness. By combining demographic data, organizational health metrics, and performance analytics, it helps agencies anticipate future staffing needs, optimize recruitment efforts, and foster a healthier, more engaged workforce. With continuous use and proper training, the tool enables agencies to proactively address staffing challenges and align their resources with long-term goals.

L7.0

P2 maintains high performance standards in both recruiting and retention. Below are the key performance metrics maintained by P2, providing a clear comparison to industry norms:

Recruiting Performance Metrics:

Conversion Rate: 20-40%:

Organizations using specialized recruiters, such as those in P2's program, often achieve conversion rates between 20-40%, compared to in-house recruiting averages of just 1-3%.

Lead Generation: 50% Faster:

With access to extensive candidate databases, organizations with advanced recruiting competencies source candidates 50% faster than those without such capabilities.

Passive Engagement: 73%:

P2 excels in engaging passive candidates, who make up 73% of professionals not actively seeking jobs. By tapping into this group, P2 broadens the candidate pool effectively.

Cost Savings: Thousands of Dollars per Day:

While building specialized recruiting teams has upfront costs, organizations save thousands of dollars per day by reducing time-to-hire, especially for high-level positions.

60% More Hires in 6 Months:

Agencies using P2's recruiting strategies report a 60% increase in hires within the first six months.

3x Improved Show Rate for Testing and Interviews:

P2 helps organizations triple their candidate show rates for crucial stages like testing and interviews.

Retention and Employee Development Metrics:

82% Reduction in Intention to Quit:

Agencies using P2's retention programs experience an 82% reduction in employee turnover intentions.

76% Increase in Agency Loyalty:

P2's development efforts lead to a 76% boost in employee loyalty to their agency.

69% Decrease in Desire to Change Agencies:

Employees show a 69% decrease in the desire to transfer to other agencies.

43% Increase in Professional Pride:

P2 enhances professional pride by 43%, boosting overall morale.

59% Less Career Hopping:

Employees are 59% less likely to change careers when engaged with P2's programs.

27% Less Absenteeism:

Participating employees experience a 27% reduction in absenteeism.

65% Increase in Life Happiness:

P2's coaching and development programs result in a 65% increase in life happiness.

92% Employee Engagement and Satisfaction:

Employee engagement and satisfaction rise to 92% with P2's comprehensive programs.

Data Collection Methods:

P2 uses scientifically validated data collection methods to assess the impact of its programs, including pre-post testing methodology, self-administered surveys, interviews, and command staff observations. These methods are recognized by the American Psychological Association (APA) as industry standards for measuring program outcomes.

Pre-post testing compares baseline and follow-up data, while self-administered surveys and interviews provide personal insights from employees. Observational data from command staff supplements these methods, ensuring a comprehensive evaluation of program effectiveness.

Data Measurement and Reporting:

P2 employs third-party verification for the data collected. Dr. Cristy Lopez, a licensed clinical psychologist with over 25 years of experience, serves as an independent researcher for P2. Dr. Lopez is affiliated with the American Psychological Association, the Arizona Psychological Association, and other respected organizations. Her involvement ensures that data is collected, verified, and reported according to the highest professional standards.

Disclaimer:

The metrics and data presented here are based on current and historical data, used for explanation purposes only. While P2 employs the described collection and reporting methods, actual agency results may vary depending on specific circumstances.

L8.0 - CONFIDENTIAL

On August 8th, 2022 Hundred Public Safety, Inc. partnered with AZ Crown Investments LLC (AZCrown.com) and was awarded a funding facility. In the attached document, you can see a history of fundings and the remaining balance available in Appendix A. As of 9/10/2024, \$3,345,384.38 is available which constitutes nearly 36 months of runway assuming zero revenue is won by the business, Appendix B.

As a privately held and funded entity, we do not seek formal financial audits or reviews. Hundred Public Safety's accounting is provided in conjunction to our partnership with AZ Crown which has significant experience and expertise. Individual agreements including promissory notes, warrants, stock purchase agreements, customer invoices, etc are all available upon request.

L9.0

Please refer to Appendix C for documentation detailing the certifications and licenses held by P2 staff relevant to this RFP, including proof of FBI National Academy (FBI NA) affiliation. The certifications for Cory McGookin, P2's Director of Coaching, are included and should satisfy the certifications and licenses referenced in the scope of work for this application. In the event these certifications not meet the specific requirements, further documentation may be provided upon request.



**Request for Proposal
SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

Attachment B – Boycott of Israel Disclosure

Please note that if any of the following apply to this Solicitation, Contract, or Contractor, then the Offeror shall select the "Exempt Solicitation, Contract, or Contractor" option below:

- The Solicitation or Contract has an estimated value of less than \$100,000;
- Contractor is a sole proprietorship;
- Contractor has fewer than ten (10) employees; or
- Contractor is a non-profit organization.

Pursuant to A.R.S. § 35-393.01, public entities are prohibited from entering into contracts "unless the contract includes a written certification that the company is not currently engaged in, and agrees for the duration of the contract to not engage in, a boycott of Materials or Services from Israel."

Under A.R.S. § 35-393:

1 "Boycott" means engaging in a refusal to deal, terminating business activities or performing other actions that are intended to limit commercial relations with entities doing business in Israel or in territories controlled by Israel, if those actions are taken either:

- (a) Based in part on the fact that the entity does business in Israel or in territories controlled by Israel.
- (b) In a manner that discriminates on the basis of nationality, national origin or religion and that is not based on a valid business reason.

2. "Company" means an organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, limited liability company or other entity or business association, including a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate, that engages in for-profit activity and that has ten or more full-time employees.

5. "Public entity": (a) Means this State, a political subdivision of this State or an agency, board, commission or department of this State or a political subdivision of this State. (b) Includes the universities under the jurisdiction of the Arizona board of regents and community college districts as defined in section 15-1401

The certification below does not include boycotts prohibited by 50 United States Code Section 4842 or a regulation issued pursuant to that section. See A.R.S. § 35-393.03.

In compliance with A.R.S. § 35-393 et seq., all Offerors must select one of the following:

- The Company submitting this Offer **does not** participate in, and agrees not to participate in during the term of the contract, a boycott of Israel in accordance with A.R.S. § 35-393 et seq. I understand that my entire response will become a public record in accordance with A.A.C. R2-7-C317;
- The Company submitting this Offer **does** participate in a boycott of Israel as described in A.R.S. § 35-393 et seq., or
- Exempt Solicitation, Contract, or Contractor.** Indicate which of the following statements applies to this Contract (may be more than one):
 - Solicitation or Contract has an estimated value of less than \$100,000;
 - Contractor is a sole proprietorship;
 - Contractor has fewer than ten (10) employees; or
 - Contractor is a non-profit organization.

Hundred Public Safety Inc., DBA Performance Protocol

Company name

1305 W Auto Dr.

Address

Tempe, AZ 85284

City, State, ZIP



Signature of person authorized to sign

Daniel Folk, CEO

Printed name and Title

daniel@performance-protocol.com 917-890-4230

Contact email address Contact phone number



**Request for Proposal
SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

Attachment C – Forced Labor of Ethnic Uyghurs Ban

Please note that if any of the following apply to the Contractor, then the Contractor shall select the “Exempt Contractor” option below:

- Contractor is a sole proprietorship;
- Contractor has fewer than ten (10) employees; OR
- Contractor is a non-profit organization.

Pursuant to A.R.S. § 35-394, written certification is required to show that the company entering into a contract with a public entity does not use the forced labor, or use any contractors, subcontractors or suppliers that use the forced labor or any goods or services produced by the forced labor or any goods or services produced by the forced labor, of ethnic Uyghurs in the People's Republic of China.

Under A.R.S. § 35-394:

1. "Company" means an organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, limited liability company or other entity or business association, including a wholly owned subsidiary, majority-owned subsidiary, parent company or affiliate, that engages in for-profit activity and that has ten or more full-time employees.
2. "Public entity" means this State, a political subdivision of this State or an agency, board, commission or department of this State or a political subdivision of this State.

In compliance with A.R.S. § 35-394, all Contractors must select one of the following:

- Company does not use, and agrees not to use during the term of the contract, any of the following:
- Forced labor of ethnic Uyghurs in the People's Republic of China;
 - Any goods or services produced by the forced labor of ethnic Uyghurs in the People's Republic of China; or
 - Any Contractors, Subcontractors, or suppliers that use the forced labor or any goods or services produced by the forced labor of ethnic Uyghurs in the People's Republic of China.
- The Company does participate in the use of Forced Uyghurs Labor as described in A.R.S. § 35-394.
- Exempt Contractor: Select all statements that apply to the Contractor:**
- Contractor is a sole proprietorship;
 - Contractor has fewer than ten (10) employees; and/or
 - Contractor is a non-profit organization.

Hundred Public Safety Inc., DBA Performance Protocol

Company name

1305 W Auto Dr

Address

Tempe, AZ 85284

City, State, ZIP

Signature of person authorized to sign

Daniel Folk, CEO

Printed name and Title

daniel@performance-protocol.com 917-890-4230

Contact email address Contact phone number



**Request for Proposal
SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

Attachment D – Confidential Information Designation

All materials submitted as part of a response to a solicitation are subject to Arizona public records law and will be disclosed if there is an appropriate public records request at the time of or after the award of the contract. Recognizing there may be materials included in a solicitation response that are proprietary or a trade secret, a process is set out in A.A.C. R2-7-103 (copy attached) that will allow qualifying materials to be designated as confidential and excluded from disclosure. For purposes of this process the definition of "trade secret" will be the same as that set out in A.A.C. R2-7-101(51).

Complete this form and return it with your Offer **along with the appropriate supporting information** to assist the State in making its determination as to whether any materials submitted as part of your Offer should be designated confidential because the material is proprietary or a trade secret and therefore not subject to disclosure. **Offerors shall create a redacted version of documents containing confidential information upon request from the Procurement Officer.**

STATE WILL NOT CONSIDER ANY MATERIAL IN YOUR OFFER "CONFIDENTIAL" UNLESS DESIGNATED ON THIS FORM.

Check one of the following – if neither is checked, State will assume that it is equivalent to "DOES NOT":

<input type="checkbox"/>	This response DOES NOT contain proprietary or trade secret information. I understand that my entire response will become public record in accordance with A.A.C. R2-7-C317; or
<input checked="" type="checkbox"/>	This response DOES contain trade secret information because it contains information that: <ol style="list-style-type: none"> 1. Is a formula, pattern, compilation, program, device, method, technique or process; 2. Derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use; and 3. Is the subject of efforts by myself or my organization that are reasonable under the circumstances to maintain its secrecy.

NOTE: Failure to attach an explanation may result in a determination that the information does not meet the statutory trade secret definition. All information that does not meet the definition of trade secret as defined by A.A.C. R2-7-101(51) will become public in accordance with A.A.C. R2-7-C317 State may make its own determination on materials in accordance with A.A.C. R2-7-103.

If State agrees with Offeror's designation of trade secret or confidentiality and the determination is challenged, the undersigned hereby agrees to cooperate and support the defense of the determination with all interested parties, including legal counsel or other necessary assistance.

By submitting this response, Offeror agrees that the entire Offer, including confidential, trade secret, and proprietary information may be shared with an evaluation committee and technical advisors during the evaluation process. Offeror agrees to indemnify and hold State, its agents and employees, harmless from any claims or causes of action relating to State's withholding of information based upon reliance on the above representations, including the payment of all costs and attorney fees incurred by State in defending such an action.

Hundred Public Safety Inc., DBA Performance Protocol

Company name

1305 W Auto Dr

Address

Tempe, AZ 85284

City, State, ZIP



Signature of person authorized to sign

Daniel Folk, CEO

Printed name and Title

daniel@performance-protocol.com 917-890-4230

Contact email address Contact phone number

Attachment - Confidentiality Supporting Information

Attachment L: Experience and Capacity Response, Subsection 8.0 Financial/Accounting Information

- Including accompanying Exhibit A and Exhibit B of Subsection 8.0

Argument for Confidentiality of Partnership from AZ Crown

1. Proprietary Financial Arrangement The financial commitment from our funding partner, **AZ Crown**, represents a proprietary business agreement that has been structured to benefit both parties based on specific terms and conditions. The disclosure of this financial arrangement would expose the confidential strategies behind our partnership, including the levels of funding, financial obligations, and potential profit-sharing arrangements that are not publicly available. Under **Ariz. Admin. Code § R2-7-103(A)**, this type of proprietary financial information qualifies for confidential designation, as its public disclosure would cause significant harm to both parties involved by revealing details of a private investment agreement(LII / Legal Information Institute)(Casetext - CoCounsel).

2. Impact on Negotiation and Competitive Positioning The funding commitment from AZ Crown is a critical component of our company's capital structure, influencing our operational capacity and strategic growth. Disclosing this information could negatively impact our ability to negotiate future financing terms with other potential partners, as competitors or financial institutions could use this information to alter their terms and limit our financial flexibility. Similarly, AZ Crown's competitive position could be undermined by disclosing the terms of their financial commitment to a partner company, especially if such terms are unique or favorable compared to market standards(Casetext - CoCounsel).

3. Trade Secret Considerations In the realm of venture capital and private equity, the terms of financial commitments are often considered **trade secrets**, as they are tailored to the specific needs and risks of the investment. AZ Crown's financial commitment includes elements such as funding timelines, milestone-based disbursements, and return expectations, which are critical to our business's strategic plans. These details have significant competitive value and are not generally available to the public, qualifying them as **confidential information** under the statute. The proprietary nature of these terms should be protected to maintain our competitive advantage(Casetext - CoCounsel)(LII / Legal Information Institute).

4. Clear Confidentiality Designation Our financial arrangement with AZ Crown has been designated as confidential following the procedures laid out in **Ariz. Admin. Code § R2-7-103(A)**. We have marked the relevant documents and submitted a supporting statement to justify this designation. This ensures that the chief procurement officer can make a determination under **R2-7-103(C)** to safeguard this sensitive financial information from public exposure(LII / Legal Information Institute).

Conclusion The financial commitment from AZ Crown is proprietary, competitively sensitive, and strategically important to both our company and our funding partner. The public disclosure of these terms would result in competitive harm and limit future financing opportunities, thus qualifying for confidential treatment under **Ariz. Admin. Code § R2-7-103**. We respectfully request that this information be maintained as confidential to protect our competitive standing and the proprietary nature of our business relationship with AZ Crown.

Argument for Designating Company Financials as Confidential

1. Proprietary Nature of Financial Information Our company's financials contain detailed and sensitive data that is proprietary in nature. This includes revenue streams, cost structures, profit margins, and investment details that reflect the unique strategies and financial health of the company. Disclosure of this information would provide competitors with an unfair advantage by revealing our internal financial operations, making it a clear case for proprietary protection as outlined in **Ariz. Admin. Code § R2-7-103(A)**.

2. Risk of Competitive Harm The financial data we are seeking to protect includes strategic information about our operations and competitive positioning in the market. If disclosed, this information could be used by competitors to undermine our business strategy, pricing models, or market share. The statute recognizes that trade secrets or proprietary information—such as our financial details—are critical to maintaining a competitive edge and should be protected from public disclosure to prevent competitive harm(LII / Legal Information Institute)(Casetext - CoCounsel).

3. Financial Data is Not Publicly Available Unlike general terms and conditions or pricing, which are often publicly accessible, our financial records are internal and confidential by nature. These records are not disclosed to the public, and making them available would expose proprietary strategies that are fundamental to our market advantage. In line with **R2-7-103(A)**, this non-public information should be clearly marked and recognized as confidential (Casetext - CoCounsel).

4. Precedent for Financial Confidentiality Financial data has consistently been recognized as a category of proprietary information in both case law and regulatory frameworks. Courts and regulatory bodies have acknowledged the need to protect financial data that could reveal business strategies, investments, and operational decisions. Our financials meet the definition of confidential information, as they are not intended for public disclosure and are directly tied to the competitive standing of the company(LII / Legal Information Institute).

5. Confidential Designation in Submission We have taken the necessary steps to designate our financials as confidential in accordance with **R2-7-103(A)**, submitting a statement and marking the relevant documents as "confidential." This designation ensures that the chief procurement officer has the basis to make a determination under **R2-7-103(C)**, thereby

protecting this sensitive information until a final determination is made(LII / Legal Information Institute)(Casetext - CoCounsel).

Conclusion Given the proprietary and sensitive nature of our financials, their disclosure would cause competitive harm and provide an unfair advantage to competitors. As such, we respectfully request that our financial data be recognized as confidential under **Ariz. Admin. Code § R2-7-103** to protect our competitive interests and proprietary information.



**Request for Proposal
SOLICITATION NO.: BPM006496
Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

Attachment E – Proposed Subcontractors

Check "NO" if you WILL NOT subcontract any portion of the Work and will therefore be performing all of the Work with your own personnel.

<input checked="" type="checkbox"/>	NO, the Offeror will not subcontract any portion of the Work.
-------------------------------------	---

If you WILL subcontract any portion of the Work, check "YES" below and list the name(s) of persons or companies you propose to use as Subcontractors.

1. Fill in the information for each significant Subcontractor – indicate the type of work the Subcontractor will perform under the Contract and their approximate percentage of the total Contract work;
2. Provide copies of relevant certifications each person or firm possesses attached to this form; AND
3. Provide a description of quality assurance (QA) and quality control (QC) measures that you will use to ensure that Subcontractor's work meets the Contract requirements.

State may demand additional information about proposed Subcontractors as a precondition of Award.

<input type="checkbox"/>	YES, the Offeror will use the Subcontractors listed below:
--------------------------	--

No.	Name and contact information	Small business	Work to be performed and QA/QC measures	%
1.	[Name]	Yes	[Work to be performed]	X
	[Contact information]	or		
2.	[Name]	No	[QA/QC measures]	X
	[Contact information]	or		
3.	[Name]	Yes	[Work to be performed]	X
	[Contact information]	or		
4.	[Name]	No	[QA/QC measures]	X
	[Contact information]	or		
5.	[Name]	Yes	[Work to be performed]	X
	[Contact information]	or		
	[Contact information]	No	[QA/QC measures]	



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Attachment H – Conformance Statements

**If taking exceptions, the relevant subsequent pages titled “Attachment Supplements” must be completed.
Attach additional pages as needed.**

STATE WILL NOT CONSIDER ANY EXCEPTIONS UNLESS DESIGNATED ON THIS FORM.

READ ALL INSTRUCTIONS TO OFFERORS BEFORE TAKING ANY EXCEPTIONS. OFFERS WITH EXCEPTIONS MAY BE FOUND NOT SUSCEPTIBLE FOR AWARD UNDER A.A.C. R2-7-C311 OR RECEIVE LOWER SCORES DURING EVALUATION.

IF NEITHER BOX IS CHECKED UNDER ANY SECTION BELOW, THE OFFEROR’S RESPONSE TO THAT SECTION WILL BE CONSIDERED “YES” AND STATE WILL INTERPRET THE OFFER AS IF THERE WERE NO EXCEPTIONS TAKEN.

CONFORMANCE TO THE INSTRUCTIONS TO OFFERORS	
Check one of the following:	
<input checked="" type="checkbox"/>	YES – Offeror acknowledges that it has read and understands the Special Instructions to Offerors and Uniform Instructions to Offerors of the Solicitation Documents and attests that its Offer complies with both.
<input type="checkbox"/>	NO – Offeror acknowledges that it has read and understands the Instructions to Offerors in the Solicitation Documents, and attests that its Offer complies with both EXCEPT FOR the exceptions listed in Attachment Supplement – Conformance Statements - Exceptions to Instructions .

CONFORMANCE TO THE SCOPE OF WORK	
Check one of the following:	
<input checked="" type="checkbox"/>	YES – Offeror acknowledges that it has read and understands the Scope of Work Document and the Pricing Document of the Solicitation Documents and attests that its Offer complies with both.
<input type="checkbox"/>	NO – Offeror acknowledges that it has read and understands the Scope of Work Document and the Pricing Document of the Solicitation Documents and attests that its Offer complies with both EXCEPT FOR the exceptions listed in Attachment Supplement – Conformance Statements - Exceptions to Scope of Work .

CONFORMANCE TO THE CONTRACT TERMS AND CONDITIONS	
Check one of the following:	
<input type="checkbox"/>	YES – Offeror acknowledges that it has read and understands the Special Terms and Conditions and the Uniform Terms and Conditions, along with their respective Exhibits and Appendices of the Solicitation Documents and attests that its Offer complies with all.
<input checked="" type="checkbox"/>	NO – Offeror acknowledges that it has read and understands the Special Terms and Conditions and the Uniform Terms and Conditions, along with their respective Exhibits and Appendices of the Solicitation Documents and attests that its Offer complies with all EXCEPT FOR the exceptions listed in Attachment Supplement – Conformance Statements - Exceptions to Contract Terms and Conditions .

Hundred Public Safety Inc., DBA Performance Protocol



Request for Proposal
SOLICITATION NO.: BPM006496
Description: Law Enforcement
Coaching/Training

Arizona Department of
 Public Safety
 2102 W. Encanto Blvd.
 Phoenix, Arizona 85009

Attachment Supplement 2 – Conformance Statements - Exceptions to Scope of Work

Article / paragraph or exhibit reference	RFP language (Copy and paste from Solicitation)	Alternate language and Rationale
Scope of Work		
X	X	Alternate language: X Rationale: X
X	X	Alternate language: X Rationale: X
X	X	Alternate language: X Rationale: X

Hundred Public Safety Inc., DBA Performance Protocol

Company name

Signature of person authorized to sign



**Request for Proposal
SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

Attachment I – Key Personnel

Answer all questions thoroughly in the spaces provided. **Complete this form in full for each one of the key personnel proposed to be involved in performing the Services.** Insert or attach a separate resume as applicable, but any attached resumes are supplemental to this form and do not substitute for this form. If there are more than three (3) Key Personnel,

1	Name: Greg Zaroslinski	Job title: President
Length of employment with the company:	2 years	Length of time in current role: 2 years
Proposed percentage of overall time to be dedicated to the Services:	50 %	If applicable, length of time in related experience with large local, state or federal government agencies: 13 years
Proposed position with regard to the Services:	Able to deliver all service elements of the proposal, including but not limited to Audits, Recruiting Bootcamps, Leadership Training, Coaching, etc.	
Proposed primary responsibilities with regard to the Services:	Delivery and Quality Control	
Describe experience in performing Services similar to those that are to be assigned:	Greg served in the U.S. Military for 11 years in support of many Joint Operations while overseas. When Greg returned stateside, he took his passion for serving to Navy Recruiting District Phoenix, where he was named Recruiter of the year and subsequently finished as the number 2 recruiter in the Nation (2008 & 2009). Greg has been recognized as a leader in the Entrepreneurial world as the 2021 Entrepreneur of the Year and is a member of Entrepreneur Organization (EO). Greg has built several successful businesses while continuing to stay connected to his passion of serving through coaching and recruiting.	
List job-related certifications, training, and education:	Navy Rookie Recruiter of the Year in 2007 2 time Navy National Recruiter of the Year Runner Up in 2008 and 2009. 2021 Entrepreneur of the Year	
Resume:	Greg Zaroslinski Resume	

please utilize the same form for each additional Personnel by making copies of this page as needed.



**Request for Proposal
SOLICITATION NO.: BPM006496
Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
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Attachment I – Key Personnel

Answer all questions thoroughly in the spaces provided. **Complete this form in full for each one of the key personnel proposed to be involved in performing the Services.** Insert or attach a separate resume as applicable, but any attached resumes are supplemental to this form and do not substitute for this form. If there are more than three (3) Key Personnel, please utilize the same form for each additional Personnel by making copies of this page as needed.

2	Name: Cory McGookin	Job title: Director of Coaching
Length of employment with the company:	2.5 years	Length of time in current role: 2.5 years
Proposed percentage of overall time to be dedicated to the Services:	90%	If applicable, length of time in related experience with large local, state or federal government agencies: 35 years
Proposed position with regard to the Services:	Oversee all coaching operations and delivery of specific services, including but not limited to Leadership training.	
Proposed primary responsibilities with regard to the Services:	Delivery and quality control	
Describe experience in performing Services similar to those that are to be assigned:	Cory retired in 2022 after 30 years as the Chief of the National Academy Unit (NAU) in the FBI Academy, at Quantico, Virginia. Cory led the team responsible for law enforcement's most premier executive educational program in the world and has been involved in training & education for military & law enforcement for over 20 years. Cory also served for five years as a leadership master instructor in the FBI National Academy Program and as a lead instructor for the FBI's Instructor Development Program (IDP). He has managed other leadership programs for the FBI including LEEDS. Prior to that, Cory spent 10 years in the US Air Force and has worked for Raytheon as a curriculum developer and a training specialist. Cory holds a Master of Arts in Leadership and a Master's Certificate in Adult Education. He is a trained expert coach and is certified by the International Coaching Federation.	
List job-related certifications, training, and education:	EQI 2.0 (Emotional Intelligence) Certification to administer assessment & teach Everything DiSC by Wiley Certification to administer assessment & teach The Five Behaviors Facilitator Certification to administer assessment & teach Safetalk (suicide) Certification for suicide awareness Applied Suicide Intervention Certification for suicide intervention Northeastern U. Graduate program Graduate certificate - Adult & Organizational Learning Presentation Skills Course TTT Certification to certify instructors Instructional Strategies Course TTT	



Request for Proposal
SOLICITATION NO.: BPM006496
Description: Law Enforcement
Coaching/Training

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

	<p>Certification to certify instructors</p> <p>CYD 1200 A+ Certification in Cyber</p> <p>HUMINT Intermediate Course Certification as Human Intelligence operator</p> <p>Advanced HUMINT Operations Certification as advanced HUMINT operator</p> <p>Instructor Development Certification as FBI instructor</p> <p>Regional ERT Basic Certification as Evidence</p> <p>Recovery Team operator</p> <p>Regional ERT Post Blast Certification as ERT Post Blast operator</p> <p>Cyber Investigative Techniques Certification as Cyber Investigator</p> <p>Please also see attachment titled Cory McGookin Instructor Transcript for additional certifications.</p>
Resume:	Cory McGookin Resume



**Request for Proposal
SOLICITATION NO.: BPM006496**

**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
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Attachment I – Key Personnel

Answer all questions thoroughly in the spaces provided. **Complete this form in full for each one of the key personnel proposed to be involved in performing the Services.** Insert or attach a separate resume as applicable, but any attached resumes are supplemental to this form and do not substitute for this form. If there are more than three (3) Key Personnel, please utilize the same form for each additional Personnel by making copies of this page as needed.

3	Name: Eric Feldman	Job title: Director of Customer Success
Length of employment with the company:	1.5 years	Length of time in current role: 5 months
Proposed percentage of overall time to be dedicated to the Services:	30 %	If applicable, length of time in related experience with large local, state or federal government agencies: 23 years
Proposed position with regard to the Services:	Delivery of services which includes, but is not limited to Audits, Bootcamps, and Leadership training	
Proposed primary responsibilities with regard to the Services:	Delivery of services	
Describe experience in performing Services similar to those that are to be assigned:	Chief of Police, Eric Feldman joined New Smyrna Beach PD in August 2021, following a 20-year career with Homeland Security Investigations (HSI), where he held numerous leadership roles including Special Agent, Assistant Special Agent in Charge, Director of the HSI Cyber Crimes Center, and Attaché in London. In London, he coordinated international organized crime investigations across the US, UK, Ireland, and Iceland, and served as the Chairman of the US Embassy London Employee Association. During his federal tenure, Feldman frequently represented the US on cybercrime issues and contributed to major media outlets and government briefings. He also played a key role in creating the Hero Act to combat child exploitation. Additionally, Feldman taught Cybercrime and Homeland Security at George Mason University. As Chief, he has restructured the department, redesigned training and recruitment strategies with a focus on human connection, and filled all vacancies, adopting a "people first" approach to leadership and community engagement.	
List job-related certifications, training, and education:	Liberty University Master's degree, Public Safety Leadership Northern Arizona University Bachelor of Arts in Cultural Understanding, emphasis in Criminal Justice Police Officer/Law Enforcement Officer/Peace Officer Certification - Florida Department of Law Enforcement	
Resume:	Eric Feldman Resume	



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

9/9/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Marsh & McLennan Agency LLC 8605 E. Raintree Drive, Suite 200 Scottsdale AZ 85260	CONTACT NAME: Carrie Perica, CISR PHONE (A/C, No, Ext): 520-722-7223 E-MAIL ADDRESS: carrie.perica@marshmma.com	FAX (A/C, No):
	INSURER(S) AFFORDING COVERAGE	
License#: OH18131 HUNDRPUBLI	INSURER A : Hartford Underwriters Insurance Company	NAIC # 30104
INSURED Hundred Public Safety Inc dba: Performance Protocol 1305 W Auto Drive Tempe AZ 85284	INSURER B : Hartford Insurance Company of Southeast	38261
	INSURER C : Arch Specialty Ins Co	21199
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES

CERTIFICATE NUMBER: 222049146

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y	Y	59SBAAT7W7X	9/1/2024	9/1/2025	EACH OCCURRENCE	\$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	\$ 1,000,000
							MED EXP (Any one person)	\$ 10,000
							PERSONAL & ADV INJURY	\$ 1,000,000
							GENERAL AGGREGATE	\$ 2,000,000
							PRODUCTS - COMP/OP AGG	\$ 2,000,000
								\$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS ONLY <input type="checkbox"/> HIRED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident)	\$
							BODILY INJURY (Per person)	\$
							BODILY INJURY (Per accident)	\$
							PROPERTY DAMAGE (Per accident)	\$
								\$
	UMBRELLA LIAB <input type="checkbox"/> OCCUR EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE	\$
							AGGREGATE	\$
								\$
B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	59WECAT7W6G	9/1/2024	9/1/2025	X PER STATUTE	
							E.L. EACH ACCIDENT	\$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	\$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	\$ 1,000,000
C	Cyber			C4LPL102699CYBER2024	9/1/2024	9/1/2025	Limit	2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The above-indicated Additional Insured and Waiver of Subrogation (WOS) are provided with respects to General Liability when required in a written and executed contract. Such coverage afforded by these policies for the benefit of the additional insured(s) is primary and any other coverage maintained by such additional insured(s) shall be non-contributory when required in a written and executed contract.

CERTIFICATE HOLDER**CANCELLATION**

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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**Request for Proposal
SOLICITATION NO.: BPM006496**
**Description: Law Enforcement
Coaching/Training**

Arizona Department of
Public Safety
2102 W. Encanto Blvd.
Phoenix, Arizona 85009

Attachment K – Organization Profile

Organization name:	Hundred Public Safety Inc., DBA Performance Protocol	Year established:	2021	
Principal address (street, city, state, ZIP):	1305 W Auto Dr. Tempe, AZ 85284			
Branch or division:	N/A	Parent company or owner:	N/A	
Years of experience providing Materials or Services similar in type and quantity as required by this Solicitation:			7 years	
Years of experience performing Services similar in size and scope as required by this Solicitation:			2 years	
Years the organization has conducted business in Arizona:			4 years	
Contract Representatives				
	Name	Title	Phone number	Email address
1.	Daniel Folk	CEO	917-890-4230	Daniel@performance-protocol.com
2.	Greg Zaroslinski	President	623-252-8354	Greg@performance-protocol.com
3.	X	X	X	X
Licenses/Certifications				
	Description	Issuer	Number	Expiration
4.	N/A	N/A	N/A	N/A
5.	X	X	X	X
6.	X	X	X	X
7.	X	X	X	X
8.	X	X	X	X
Financial Information (attach financial statements with income/balance sheets as Supplements)				
	Rating/Issuer	Score/Rank	Date	
9.	N/A	N/A	N/A	
10.	X	X	X	
Capacity				
	Location	Work performed	Number of staff	Capacity
11.	Online, Nationwide	Coaching, ATS, Forecaster	100+	20,000 coaching sessions per month, unlimited software applications
12.	Onsite, at Awarded Agencies	Bootcamps, Audits, Leadership Training	10	Up to 5 concurrent agencies per week
13.	X	X	X	X



**Request for Proposal
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**Description: Law Enforcement
Coaching/Training**

Arizona Department of
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2102 W. Encanto Blvd.
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Attachment M – References.....optional

State intends to conduct reference checks for accounts referenced provided by Offerors. It may, at its sole discretion, contact additional clients not presented as references, including internal state clients. Offerors shall provide at least three (3) client references for assignments that replicate or mirror the requirements of this Solicitation. At least one (1) of the projects referenced must be related to public sector work. All references shall be for work received and completed within the last five (5) years.

1	Client company/Address	Contact	Begin date	End date
	Maui Police Dept. 55 Mahalani St. Wailuku, HI 96793	Chief John Pelletier	6/2023	Ongoing
	Phone number	Email address		
	8082446400	John.pelletier@mpd.net		
Summarize the scope and deliverables provided, including timeline and outcome.				
Recruitment audit, recruitment bootcamp, advanced recruiter training and performance coaching. Services were performed in the order listed, resulting in 60% more hires during Q3 and Q4 of 2023. To date the agency is still actively engaged with our performance coaching services.				
List key Materials or Services provided.				
Recruitment audit, recruitment bootcamp, advanced recruiter training and performance coaching.				

2	Client company/Address	Contact	Begin date	End date
	Wyoming Highway Patrol	Col. Timothy Cameron	April 2024	Ongoing
	Phone number	Email address		
	307-777-4301	Timothy.cameron@wyo.gov		
Summarize the scope and deliverables provided, including timeline and outcome.				
Performance Coaching. Performance coaching resulted in a 56% decrease in intention to quit and 60% improvement in the "gap" between command and patrol, and overall satisfaction rating of 4/5.				
List key Materials or Services provided.				
Performance Coaching				

3	Client company/Address	Contact	Begin date	End date
	Idaho State Police	Col. Kedrick Wills	February 2024	May 2024
	Phone number	Email address		
	208-280-4253	klgleadership@gmail.com		
Summarize the scope and deliverables provided, including timeline and outcome.				
Performance Coaching. Performance coaching resulted in a 79% decrease intention to quit and 61% decrease in desire to change roles/career jump within the agency.				
List key Materials or Services provided.				
Performance Coaching				



Instructor Transcript

for sections between 01/03/2002 and 10/31/2021



McGookin, Cory
TRAINING DIVISION

Content Type	Catalog Number	Catalog Name	Hours	Primary	Start Date	End Date	Students Graduated
Instructor Led Training	CJ-3320	Leadership for Law Enforcement	45.00	Y	7/15/2013	9/20/2013	25
Instructor Led Training	CJ-5030	Executive Leadership	45.00	Y	9/30/2013	12/13/2013	0
Instructor Led Training	CJ-3320	Leadership for Law Enforcement	45.00	Y	1/21/2014	3/28/2014	24
Instructor Led Training	CJ-3320	Leadership for Law Enforcement	45.00	Y	4/6/2014	6/13/2014	17
Instructor Led Training	CJ-3350	Leadership, Ethics, and Decision Making	45.00	Y	4/6/2014	6/13/2014	26
Instructor Led Training	CJ-3320	Leadership for Law Enforcement	45.00	Y	7/13/2014	9/19/2014	20
Instructor Led Training	CJ-3320	Leadership for Law Enforcement	45.00	Y	10/5/2014	12/19/2014	30
Instructor Led Training	CJ-3350	Leadership, Ethics, and Decision Making	45.00	Y	10/5/2014	12/19/2014	26
Instructor Led Training	CJ-3320	Leadership for Law Enforcement	45.00	Y	1/11/2015	3/20/2015	23
Instructor Led Training	CJ-3320	Leadership for Law Enforcement	45.00	Y	4/5/2015	6/12/2015	31
Instructor Led Training	CJ-5030	Executive Leadership	45.00	Y	7/13/2015	9/18/2015	0
Instructor Led Training	CJ-3320	Leadership for Law Enforcement	45.00	Y	7/13/2015	9/18/2015	37
Instructor Led Training	CJ-5460	Leadership: Context and Culture	45.00	Y	7/13/2015	9/18/2015	12
Instructor Led Training	CJ-5030	Executive Leadership	45.00	Y	10/5/2015	12/18/2015	14
Instructor Led Training	CJ-3320	Leadership for Law Enforcement	45.00	Y	10/5/2015	12/18/2015	33
Instructor Led Training	CJ-5460	Leadership: Context and Culture	45.00	Y	10/5/2015	12/18/2015	34
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	1/11/2016	3/18/2016	26
Instructor Led Training	CJ-5030	Executive Leadership	45.00	Y	1/11/2016	3/18/2016	32
Instructor Led Training	CJ-3350	Leadership, Ethics, and Decision Making	45.00	Y	1/11/2016	3/18/2016	31
Instructor Led Training	CJ-5460	Leadership: Context and Culture	45.00	Y	4/4/2016	6/10/2016	15

Content Type	Catalog Number	Catalog Name	Hours	Primary	Start Date	End Date	Students Graduated
Instructor Led Training	CJ-5460	Leadership: Context and Culture	45.00	Y	4/4/2016	6/10/2016	14
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	7/11/2016	9/16/2016	22
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	7/11/2016	9/16/2016	24
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	10/3/2016	12/16/2016	33
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	10/3/2016	12/16/2016	27
Conference/Meeting	CONF-0183	OTD DiSC Course	3.00		3/8/2017	3/8/2017	0
Instructor Led Training	CJ-5890	Essentials for Law Enforcement Executives	45.00	Y	1/9/2017	3/17/2017	25
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	1/9/2017	3/17/2017	29
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	1/9/2017	3/17/2017	15
Instructor Led Training	CJ-3720	Contemporary Issues in Police and Media Relations	45.00	Y	4/3/2017	6/9/2017	20
Instructor Led Training	CJ-5890	Essentials for Law Enforcement Executives	45.00	Y	4/3/2017	6/9/2017	21
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	4/3/2017	6/9/2017	32
Instructor Led Training	CJ-3720	Contemporary Issues in Police and Media Relations	45.00	Y	7/10/2017	9/15/2017	19
Instructor Led Training	CJ-3720	Contemporary Issues in Police and Media Relations	45.00	Y	7/10/2017	9/15/2017	23
Instructor Led Training	CJ-5210	Critical Analysis of Present Day Policing	45.00		7/10/2017	9/15/2017	23
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	7/10/2017	9/15/2017	21
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	7/10/2017	9/15/2017	28
Instructor Led Training	CJ-3720	Contemporary Issues in Police and Media Relations	45.00	Y	10/2/2017	12/15/2017	20
Instructor Led Training	CJ-3720	Contemporary Issues in Police and Media Relations	45.00	Y	10/2/2017	12/15/2017	21
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	10/2/2017	12/15/2017	30
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	10/2/2017	12/15/2017	30
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	10/2/2017	12/15/2017	27
Instructor Led Training	CJ-3720	Contemporary Issues in Police and Media Relations	45.00		1/8/2018	3/16/2018	21

Content Type	Catalog Number	Catalog Name	Hours	Primary	Start Date	End Date	Students Graduated
Instructor Led Training	CJ-3720	Contemporary Issues in Police and Media Relations	45.00	Y	1/8/2018	3/16/2018	21
Instructor Led Training	CJ-3720	Contemporary Issues in Police and Media Relations	45.00	Y	1/8/2018	3/16/2018	18
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	1/8/2018	3/16/2018	31
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	1/8/2018	3/16/2018	22
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	1/8/2018	3/16/2018	26
Instructor Led Training	CJ-4670	Law Enforcement Approaches to Counterterrorism	45.00	Y	1/8/2018	3/16/2018	19
Instructor Led Training	CJ-4670	Law Enforcement Approaches to Counterterrorism	45.00	Y	1/8/2018	3/16/2018	15
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	4/2/2018	6/8/2018	31
Instructor Led Training	CJ-3890	Essentials for Law Enforcement Leaders	45.00	Y	4/2/2018	6/8/2018	25
Instructor Led Training	CJ-5680	The Cyber Threat Landscape for Law Enforcement Executives	45.00		4/2/2018	6/8/2018	18
Instructor Led Training	CJ-3680	The Cyber Threat Landscape for Law Enforcement Leaders	45.00		4/2/2018	6/8/2018	8
Instructor Led Training	ILT-12422	DISC: Understanding Your Leadership Style and Behavioral Preferences (FBI National Academy Webinar Series)	1.00	Y	6/9/2020	6/9/2020	26
Instructor Led Training	ILT-12423	DISC & Emotional Intelligence: Making the Connection (FBI National Academy Webinar Series)	1.00		6/11/2020	6/11/2020	26
Instructor Led Training	ILT-12422	DISC: Understanding Your Leadership Style and Behavioral Preferences (FBI National Academy Webinar Series)	1.00	Y	7/13/2020	7/13/2020	49
Instructor Led Training	ILT-12423	DISC & Emotional Intelligence: Making the Connection (FBI National Academy Webinar Series)	1.00		7/15/2020	7/15/2020	25

Content Type	Catalog Number	Catalog Name	Hours	Primary	Start Date	End Date	Students Graduated
Instructor Led Training	ILT-12422	DISC: Understanding Your Leadership Style and Behavioral Preferences (FBI National Academy Webinar Series)	1.00	Y	7/27/2020	7/27/2020	54
Instructor Led Training	ILT-12423	DISC & Emotional Intelligence: Making the Connection (FBI National Academy Webinar Series)	1.00	Y	7/29/2020	7/29/2020	30
Instructor Led Training	ILT-12422	DISC: Understanding Your Leadership Style and Behavioral Preferences (FBI National Academy Webinar Series)	1.00		8/10/2020	8/10/2020	42
Instructor Led Training	ILT-12423	DISC & Emotional Intelligence: Making the Connection (FBI National Academy Webinar Series)	1.00		8/12/2020	8/12/2020	0
Instructor Led Training	ILT-12422	DISC: Understanding Your Leadership Style and Behavioral Preferences (FBI National Academy Webinar Series)	1.00	Y	8/24/2020	8/24/2020	45
Instructor Led Training	ILT-12423	DISC & Emotional Intelligence: Making the Connection (FBI National Academy Webinar Series)	1.00		8/26/2020	8/26/2020	40
Instructor Led Training	ILT-12578	DISC: Understanding Your Leadership Style and Behavioral Preferences (New Haven)	1.00	Y	9/2/2020	9/2/2020	26
Instructor Led Training	ILT-12701	TD Employee Development Series: Microsoft Teams	1.00		9/16/2020	9/16/2020	22
Instructor Led Training	ILT-12701	TD Employee Development Series: Microsoft Teams	1.00		9/23/2020	9/23/2020	52
Instructor Led Training	ILT-12701	TD Employee Development Series: Microsoft Teams	1.00		9/30/2020	9/30/2020	51
Instructor Led Training	ILT-12701	TD Employee Development Series: Microsoft Teams	1.00		10/7/2020	10/7/2020	59
Instructor Led Training	ILT-12701	TD Employee Development Series: Microsoft Teams	1.00		10/21/2020	10/21/2020	74

Content Type	Catalog Number	Catalog Name	Hours	Primary	Start Date	End Date	Students Graduated
Instructor Led Training	ILT-12422	DISC: Understanding Your Leadership Style and Behavioral Preferences (FBI National Academy Webinar Series)	1.00	Y	10/26/2020	10/26/2020	16
Instructor Led Training	ILT-12422	DISC: Understanding Your Leadership Style and Behavioral Preferences (FBI National Academy Webinar Series)	2.00		11/16/2020	11/16/2020	15
Total Instructor Hours:			2407.00	Total Students Graduated:		1867	

Cory McGookin

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Professional Summary

Experienced leadership training professional with over 20 years of experience in law enforcement, leadership development, program management and curriculum design. Proven track record in developing, facilitating, and leading leadership training programs for various leadership levels, from emerging leaders to senior executives. Adept at leveraging needs assessments to tailor training content and skilled in both in-person and virtual training environments. Expertise in program management, evaluation, and the use of instructional design methodologies such as ADDIE and Understanding by Design.

Education

- M.A. in Leadership - 2008
Bellevue University, Bellevue, NE
- Graduate Certificate in Adult and Organizational Learning - 2015
Northeastern University, Boston, MA
- B.A in Spanish - 1998
Thomas Edison State College, Trenton, NJ

Certifications

- ICF ACC Certified Coach
- DISC Assessment Certified Instructor
- EQ-I 2.0 Certified Emotional Intelligence Coach
- Five Behaviors Certified via Wiley
- Active Bystandership for Law Enforcement (ABLE) Trainer
- Heroes Intervene Bystandership Trainer
- FBI Instructor Course Certifying Official
- Webinar Facilitator Certified

Professional Experience

Performance Protocol, Phoenix, AZ

Coach Training Director

2022 – Present

- Developed an asynchronous training curriculum using TalentLMS, resulting in the certification of over 200 performance coaches.
- Led the recruitment, training, and evaluation of law enforcement executives to become certified performance life coaches.
- Designed training modules focusing on leadership development and interpersonal skills enhancement.

Dedication to Community (D2C), Charlotte, NC

Senior Vice President for Law Enforcement Relations / Senior Master Instructor

2022 – Present

- Leads law enforcement initiatives focusing on leadership development and community engagement.
- Developed and managed the D2C Ambassador Program, enhancing outreach and community relations.
- Delivered the "Recipe for Reconciliation"© curriculum, facilitating improved relations between law enforcement and community members.

FBI, Quantico, VA

Supervisory Special Agent & Lead Developer, Leadership Programs

2002 – 2022

- Co-developed and facilitated the *Leading People* course for first-line leaders and the *Senior Leader* course for senior executives.
- Partnered with senior FBI leaders to conduct needs assessments, customizing senior leadership training to align with executive needs and objectives.
- Facilitated hundreds of leadership training sessions, both in-person and virtually, adapting content delivery to maintain engagement and effectiveness during the COVID-19 pandemic.
- Managed curriculum development for the FBI National Academy, including creating lesson plans, visual aids, and supporting materials using ADDIE and Understanding by Design models.
- Evaluated program effectiveness through structured feedback mechanisms, making data-driven improvements to training content.
- Led a team of 20+ instructors responsible for delivering undergraduate and graduate courses to over 1,000 law enforcement leaders annually.
- Lead a multi-million-dollar, highly visible leadership program, ensuring the successful delivery of leadership education and training for leaders across the world.
- Taught hundreds of FBI employees in Presentation Skills and Instructional Strategies courses for FBI Instructor Certification status.

Raytheon, Pensacola, FL

Training Specialist

1999 – 2001

- Served as storyboard developer to convert US Navy stand up instruction modules for web-based training modules.
- Partnered with SMEs to learn materials for conversion of learning objectives from current status to follow instructional design and be delivered as asynchronous web-based courses.
- Directed colleagues (graphic artists, narrators, computer specialists, designers, quality assurance) to contribute components toward storyboarded learning plans to full completion of modules and courses.

US Air Force, Hurlburt Field, FL
Airborne Cryptologic Spanish Linguist
1990 – 1999

- Conducted intelligence missions to support national security and counter-drug trafficking operations.
- Led training for special operations personnel, focusing on enemy tactics and communication analysis.

Key Skills

- Leadership Development & Coaching
- Curriculum Design & Instructional Design (ADDIE, Understanding by Design)
- Needs Assessment & Customization
- Facilitation of In-Person and Virtual Training
- Program Management & Evaluation
- Adaptability & Multi-tasking in Fast-paced Environments
- Proficient in Microsoft Office Suite and TalentLMS

Achievements & Highlights

- Successfully transitioned FBI leadership training to virtual platforms during the pandemic, ensuring continuity, growth and engagement.
- Managed a large-scale leadership program with over 1,000 annual graduates, maintaining high standards and positive feedback.
- Recognized for developing innovative training solutions that address the evolving needs of law enforcement leadership.
- Subject Matter Expert for all leadership programs for the FBI.

Eric Feldman

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Law Enforcement and Security Executive

Results-driven law enforcement and security executive with a proven track record in strategic planning, public safety, and cyber-crime. Accomplished in leading large teams, rebuilding organizations, and optimizing operational efficiency. Expert in critical incident management, public safety leadership, and cyber-crime. Passionate educator with experience teaching law enforcement topics. Holds TS/SCI Security Clearance.

Areas of Expertise

- Incident Response
- Strategic Planning
- Training Facilities
- Tactical Planning and Execution
- Change Management
- Cyber Incident Response
- Law Enforcement Training
- Program Valuation
- Use of Force Policy
- Community Outreach
- Relationship Building
- Public Affairs
- Budget Management
- International Cyber Policy
- Leadership & Mentoring
- Procurement Oversight
- Program Development
- Operations Oversight

Accomplishments

- **Appointed as Assistant Director of Homeland Security Investigations**, overseeing training, law enforcement equipment, firearms, and use of force policies for a workforce of 14,000 professionals.
- **Promoted to Chief of Police** of a mid-sized law enforcement agency, managing comprehensive public safety services for a city with a population between 30,000 and 50,000.
- **Revitalized Homeland Security Investigations' cyber investigations and digital forensics capabilities**, enhancing the agency's ability to counteract criminal organizations leveraging technology for anonymity.
- **Selected as a U.S. Diplomat** to influence international policy on criminal investigations, cybercrime, human trafficking, narcotics smuggling, and national security, advocating for significant global improvements.

Career Experience

New Smyrna Beach Police Department, New Smyrna Beach, Florida.

- **Chief of Police** | August 2021–Present
 - Developed and implemented a new organizational strategy, restructuring the department.
 - Established specialized units (Crime Suppression, Marine Patrol, Community Outreach).
 - Achieved re-accreditation through CALEA.
 - Reduced staff attrition with innovative recruitment and retention programs.
 - Added significant new sworn and civilian positions within the first two years.
 - Launched various programs to strengthen communication and engagement with residents.

...continued...

Performance Protocol, Scottsdale, Arizona

- **Consultant, Coach, and Director of Customer Success** | April 2023–Present
 - As a consultant and presenter at Performance Protocol, I provide expert consulting services to the company on various organizational topics, focusing on enhancing efficiency and effectiveness within police departments.
 - Develop and deliver specialized curriculum on critical areas such as police recruitment, retention, and leadership.
 - My role also includes conducting comprehensive audits of police departments, identifying areas for improvement, and offering strategic recommendations to optimize organizational performance.

Daytona State College, New Smyrna Beach, Florida.

- **Adjunct Instructor** | May 2025–Present
 - Teach courses related to hazardous materials, active shooter response, incident command, and explosives detection and response at the Law Enforcement Academy.

Homeland Security Investigations, Washington, D.C. and London, United Kingdom

- **HSI Attaché to the UK, Ireland, and Iceland** | August 2020–August 2021
 - Directed US Embassy department of diplomats coordinating international criminal investigations.
 - Improved office's ability to investigate international child exploitation crimes by 300%.
- **Assistant Director** | August 2018–August 2020
 - Led programs involving use of force training, firearms, and procurement of law enforcement equipment.
 - Expanded budget by 120% and increased training courses by 50%.
- **Assistant Special Agent in Charge** | August 2015–August 2018
 - Instructed daily operations for investigating and dismantling organized criminal groups.
 - Expanded use of the SWAT team by 300%.
- **Division Director** | August 2012–August 2015
 - Managed personnel, operations, and programs at the agency's Cyber Crime Center.
 - Collaborated with public sector and academia to combat anonymous online crime.
- **Supervisory Special Agent** | May 2008–August 2012
 - Supervised special agents and staff examining organized crime.
 - Commanded training and policy programs as interim unit chief for Undercover Operations Unit.
- **Special Agent** | January 2003–May 2008
 - Served as assistant team leader for Arizona SWAT team.
 - Directed and facilitated 100+ high-risk law enforcement actions.

Additional Experience:

- Adjunct Professor at George Mason University, Fairfax, Virginia
- Border Patrol Agent at United States Border Patrol, Nogales, AZ
- District Loss Prevention Manager at Lamont's Apparel
- Director of Park Security for City of Spokane Riverfront Park

Education

Bachelor of Arts in Cultural Understanding, emphasis in Criminal Justice
Northern Arizona University, Flagstaff, Arizona

Master of Science in Public Safety Leadership
Liberty University, Virginia

Awards

Protecting the Homeland Award, 2015 | Sons of the American Revolution Law Enforcement Commendation Medal, 2005 | Department of Justice Volunteer Award, 2001

Volunteer Service

Certified Youth Soccer Coach in Arizona, California, and Virginia, 2005 – 2018 | American Embassy Employee Association, Chairperson, 2021 | Post Advisor for Law Enforcement Exploring Program, 1999 | Legislative Committee Member, Florida Police Chiefs Association 2022-present | Patrol and Tactics Committee Member, IACP, 2022-Present

GREG ZAROSLINSKI

PRESIDENT AND PUBLIC SPEAKER

☎ (623) 252 8354 ✉ greg@performance-protocol.com **in** [Linkedin Profile](#)

PROFESSIONAL SUMMARY

A seasoned executive with a proven track record of leveraging human capital to drive organizational success, Greg Zaroslinski specializes in identifying, attracting, and retaining top-tier talent. By cherry-picking the most effective strategies from both the public and private sectors, Greg consistently enhances company performance and fosters a culture where people are recognized as the cornerstone of success. His expertise lies in shaping executive leaders to not only understand their strengths but also strategically surround themselves with complementary talent, thereby maximizing potential across the organization. Greg's approach integrates mindset, methods, and tools, empowering leaders to build resilient, high-performing recruiting teams that align with their organization's vision and goals.

AREAS OF EXPERTISE

Talent Acquisition	Talent Retention	Strategic Planning	Leadership
Organization Development	Executive Coaching	Mergers and Acquisitions	Finance
Performance Optimization	Human Capital Mgmt.	Public Speaking	Sales
Change Management	Culture Development	Entrepreneurship	Innovation
Business Development	Process Mapping	Partnerships	Strategy

PROFESSIONAL EXPERIENCE

Performance Protocol | President

Jun. 2020 - Present

- Responsible for driving recruitment product development using the latest recruiting methods and tooling for law enforcement agencies across North America.
- Strategically lead Lead customer implementations of recruiting programs with a full suite of training, performance coaching and software solutions.
- Foster a high-performance culture within the organization by aligning team efforts with the company's vision, optimizing talent acquisition, and maintaining strong relationships with key stakeholders.

Victory Tax Solutions. | Owner, President

Aug. 2013 - 2024

- Joined in 2013 as a partial owner, growing the company to +10,000 accounts.
- Served a team of 40 executive leaders in growing the business
- Sold ownership stake in 2024

RES (Residential Enhancement Services) | Owner, President

Oct. 2011 - 2014

- Built through a partnership with a public property management company, personally grew the business from zero to over \$10 million in construction volume within two years
- Sold ownership stake in 2014

ADC Coaching | Founder

Oct. 2010 - 2015

- Built a coaching business centered around executive leadership
- Involved in countless promotions, exits and business mergers

Spartan College of Aeronautics and Technology | Director of Recruiting

Aug. 2010 - Aug. 2013

- Went from a regional representative to Director of Recruiting
- Restructured all recruiting practices across the nation
- Responsible for doubling enrollment rates across the country

U.S. Navy. | Recruiter In Charge

Aug. 2000 - Sep. 2009

- Transformed the lowest performing recruiting post in Arizona into a top 10 national recruiting post for the US Navy
- Two-time National Recruiter Runner-up (2008, 2009)
- Rookie Recruiter of the Year
- Meritorious promotion for Recruiting success
- Contributed as a Subject Matter Expert for Sales Process and prospecting methods

REFERENCES

Available upon request.



PERFORMANCE PROTOCOL
RECRUIT. DEVELOP. RETAIN.

RECRUITMENT & RETENTION SOLUTIONS 2024 PRICING GUIDE



SOLUTIONS DESCRIPTION

See each section below for a brief description of each Performance Protocol's (P2) products, services and solutions.

Agency Platform Access grants agencies entry to P2's Coaching Platform, offering comprehensive tools and resources. This includes the Command Center for data tracking and reporting, continuous monitoring, and technical support, as well as specific administrative access for efficient management and oversight.

Employee Platform Access allows all employees enrolled in P2's coaching program to create their own accounts, book sessions, and track their progress. Each employee is assigned a dedicated Coach Concierge for personalized support. Additionally, technical support is available to ensure a seamless experience.

Coaching Credits serve as the currency for booking sessions with P2 coaches on the platform, with session costs ranging from 50 to 250 credits, and most sessions averaging around 100 credits. Agencies have the discretion to distribute these credits among employees as needed. This flexible system ensures employees can access the coaching they require.

Setup & Kick-Off Experience is an in-person, on-site orientation hosted by a P2 Coaching Specialist to educate and prepare employees for their coaching journey. This presentation includes technical device setup, program demonstration, expectation management, and a baseline survey. Multiple presentations can be arranged to accommodate conflicting schedules at no additional charge.

The Recruitment Audit is an on-site, in-depth consulting service for law enforcement agencies to enhance recruitment processes and competencies, involving all relevant team members and stakeholders. This comprehensive assessment evaluates the efficiency of recruiting processes, tools, and personnel, providing a full report with interpretations and next steps, focusing on process optimization, data accuracy, best practices, talent pool analysis, and continuous improvement. The audit experience includes collaboration with key personnel to identify challenges, develop recruiter sales processes, initiate engagement programs, refine recruitment workflows, and align marketing strategies with precise metrics and goals.

SOLUTIONS DESCRIPTION continued

The Recruitment Bootcamp is a multi-day, on-site training program designed for law enforcement recruiters, focusing on enhancing recruitment capabilities and aligning practices with the evolving needs of the field. Covering 15 core modules, including advanced data analytics, applicant tracking system optimization, and strategic hiring incentives, it emphasizes building community partnerships and interactive sessions with real-time role-playing. The bootcamp has shown to significantly increase application quality, conversion rates, and lead generation, providing participants with effective communication strategies, enhanced sales skills, and techniques to cultivate a positive organizational culture.

Talent Tracker is an advanced applicant tracking system (ATS) designed for law enforcement agencies to enhance recruitment efficiency across all organizational levels. It optimizes the hiring process from initial contact to contract signing, streamlining tasks and accelerating the recruitment lifecycle. With features like data-driven recruiting, efficient process customization, advanced reporting, and insightful data analysis, Talent Tracker empowers recruiters and department heads to secure top talent efficiently and modernize their recruitment operations for better strategic outcomes.

The Leadership Bootcamp is tailored for law enforcement leaders to enhance leadership skills, communication techniques, and self-awareness through a dynamic program addressing immediate and complex challenges. Participants learn various leadership styles, improve communication methods, and receive real-time feedback to enhance emotional intelligence, aiming to boost team morale and cohesion while reducing turnover. The curriculum includes conflict resolution strategies, personalized approaches to modern leadership challenges, and practical solutions for continuous personal and professional growth, resulting in immediate improvements in leadership quality, communication dynamics, and overall organizational health.

Future Force is a staffing forecaster software that helps agencies accurately understand their true staffing needs and predict the time and effort required to become fully staffed. It identifies at-risk employees for turnover and includes in-person reporting and consultation to develop strategic plans for achieving staffing goals. This comprehensive tool ensures agencies can effectively manage their workforce and maintain optimal staffing levels.

Travel & Lodging: for on-site and in-person services, a flat rate cost per P2 employee is applied. This rate is for the total duration of the service. This is NOT a daily rate.