



<b>Company / Division Name</b>	Department of Commerce, International Trade Administration, Global Markets, Training & Development Branch	<b>Product / Service</b>	Training Development Subject Matter Expert Services
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<b>Prime</b>	Thomas & Reed, LLC	<b>Total Contract Value</b>	\$390,000
<b>Scope and Magnitude of Effort and Complexities</b>	<p>Thomas &amp; Reed, LLC (T&amp;R) was awarded a contract to provide a Subject Matter Expert (SME) to lead the design and development of a New Commercial Specialist Training (N-COST) program for newly hired Locally Employed Staff (LES) Commercial Specialists. This training will enable new Commercial Specialists to fully execute their roles at post within the first year and provide them to excel in their positions for years to come. Duties also include training department internal SMEs on webinar presentations and best practices.</p> <p>The N-COST program is a tailored and customized curriculum for Global Markets (GM) commercial specialists who have been selected to participate. This multi-month course is presented virtually and in-person using synchronous and asynchronous sessions with practical applications on various topics including coaching opportunities.</p> <p>Before and after assessments are used to measure results., Our SME interacts with small workgroups to put theory into action and by working with peers and experts to improve job effectiveness. We also leverage best practices across industries and years of research and development.</p> <p><u>Course design activities include:</u></p> <ul style="list-style-type: none"> <li>• Design of each program course working with internal agency SMEs             <ul style="list-style-type: none"> <li>○ Introductory Modules: Welcome to Commercial Services; Managing Client Engagements; Embassy Partners: Best Practice for Working with Other Sections; Marketing Commercial Services Products and Services; Advocacy &amp; Commercial Diplomacy; Promoting Foreign Direct Investment; Ethics</li> <li>○ Intermediate Modules: Communication Skills; Leadership &amp; Managing Change; Career Planning; Resolving Trade Barriers; Managing VIP Visitors</li> </ul> </li> <li>• Development and maintenance of the comprehensive course design schedule in the Project Management Plan</li> </ul>		



Course development activities:

- Create SME led, hands-on courses including preparing developmental assignments and individual development plans
- Create instructor's manuals to include sessions description, learning objectives, course content, and any relevant activities and real-world exercises to maximize learning
- Work with agency SMEs assigned to each course on the design
- Make an initial presentation of new module content and proposed materials for Government approval
- Develop a comprehensive course development schedule in the Project Management Plan

Presentation training activities

- Develop and deliver hands-on practical presentation training modules covering presentation best practices, tools, and techniques
- Lead efforts to prepare facilitators to deliver the course content

Course evaluation activities

- Develop a project plan for the course and presenters evaluated to determine overall effectiveness of the training and delivery vehicle
- Measurements include: Learner satisfaction; Learning/teaching effectiveness; Job performance effectiveness; Design all surveys
- We present results and conclusion to the agency

We developed and maintained a weekly Project Management Plan which outlines the approach and milestones to achieve intended contract deliverables and results.

Created monthly interim evaluation reports with student feedback. After each course, we submit a debrief report with the results from the program's final evaluation and our recommendations for improvement.

Our SME schedules, coordinates, and facilitates all meetings related to this program including, but not limited to:

- Kick-Off Meeting to discuss and confirm the project requirements, goals, and deliverables
- Weekly Planning Meetings to review the weekly planning report, project planning, and milestone chart
- Debrief Meetings to review course progress
- Final Debrief Meeting to discuss the draft Final Debrief Report