

# DEI CAPABILITY OVERVIEW

Daniel Penn Associates, LLC  
860-232-8577



## COMPANY OVERVIEW

Daniel Penn Associates, LLC (DPA), a certified Minority Business Enterprise (MBE), works with organizations to improve their effectiveness and operational culture. We help streamline operations, boost performance, reduce costs and enhance customer service. More than 450 clients have relied on DPA to help them engage their people, processes, and systems, implement change and achieve sustainable results.

Our company has modeled Diversity, Equity, and Inclusion (DEI) principles for more than 35 years. Our DEI team equips clients with a clear framework to address issues of DEI rationally and coherently. We begin by examining each organization's current DEI initiatives and the processes that encourage or inhibit a productive organizational climate. In addition to the obvious moral imperative, there must also be a clear business and human case for making diversity, inclusiveness, and equity essential to the organization.

Our DEI team works side by side with clients to understand their organization's current state of DEI and develop strategies tailored to support their DEI goals. Our methods engage employees, address sensitive issues, reduce defensiveness, and facilitate learning.

## DEI CONSULTING SERVICES

- Data-Driven Assessments of Diversity, Equity, and Inclusion
  - Issues/Barriers
  - Customized strategic direction/plan and framework
- Customized Content – Prescriptive Training/Workshops
- Coaching for culture capability expansions at all management levels
- Change Management
- Internal DEI Resource Development – DEI Committees
- Review of policies and processes through a LEAN/DEI lens
- Evaluation and Metrics with an eye toward Visual Management concepts
- Application of Best Practices
- Development of a roadmap for DEI continuous improvement

## CONTRACTS

- Metropolitan Washington Council of Governments – Master Contract to provide Racial Equity Education and Training
- Connecticut Capitol Region Council of Governments (CRCOG) – Master Contract to provide Diversity, Equity, and Inclusion (DEI) Training
- The State of Washington, Department of Enterprise Services – Master Contract for Organizational Change Management
- King County (WA) Department of Executive Offices, Finance and Business Operations Division – supported the development of the King County Legislative Branch Code of Conduct
- Oregon Health Authority – Master Agreement for Change Management, Process Improvement, and Team Building consulting.

## Company Data

DUNS Number:	039435953
UEIB Number:	CY9DKKRCN2U4
CAGE Code:	1LUL8
EIN:	061534463
NAICS Codes:	541611, 541612, 541614, 541618, 531690, 611430
SAM Registration:	Active
Business Size:	Small Disadvantaged
Minority:	Hispanic American
<b>Certifications:</b>	DBE, MBE, SDB

**D&B Overall Rating Summary: 1.33**  
(1-Outstanding to 5-Unsatisfactory)  
**GSA Rating: Excellent**

## Contact Information

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## Why DPA?

- Promotes engagement leading to enhanced commitment and ownership.
- DEI complemented by Lean Process Improvement
- Diverse team with a wealth of industry and subject matter expertise
- A head and heart approach to cultural transformation