



Capability Statement

Laurel and Associates, Ltd. is a certified woman-owned small business that builds and strengthens managerial, employee, and trainers' skills through the design and delivery of skill-building participatory classroom and virtual training on a national and international basis.

Core Competencies

- Curriculum Design
- Classroom and Virtual Training Delivery
- Management Development
- Employee Development
- Train the Trainer
- Trainer Coaching and Mentoring
- Trainer Certification
- Training Program Audit

Differentiators

- Every program is designed or tailored to meet the specific client's needs
- The focus is on practical application, not theory
- The training reflects brain research regarding how learning occurs and is retained
- The intent is to build or strengthen skills
- Ninety percent of the training involves interactive learning and application activities
- Each participant creates an action plan
- Participants can immediately apply their new skills on the job
- There is post-training follow up on learning retention and application

Corporate and Contact Data

Relevant NAICS Code: 611430

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Performance History

- U.S. Department of Energy
- United Nations Industrial Development Organization
- International Center for Biosaline Agriculture
- Mercy Corps
- U.S. Department of Homeland Security
- U.S. Agency for International Development
- Lawrence Berkeley National Laboratory
- U.S. General Services Administration
- Wis. Department of Administration
- Wis. Depart. of Workforce Development
- Wis. Department of Transportation
- Wis. Department of Veterans Affairs
- Wis. Department of Corrections
- Court Services & Offender Supervision Agency
- Wis. Department of Health and Social Services
- Wis. Department of Revenue
- Association of Talent Development
- University of Wisconsin-Madison
- University of Alabama-Tuscaloosa
- Citrix Systems
- Genentech, Inc.
- Jordan Civil Society Institute
- Credit Union National Association
- Soros Foundation

Our Principal, Deborah Spring Laurel

- a workplace learning and performance improvement consultant for over forty years
- internationally recognized as a quality trainer of trainers and a specialist in curriculum design
- taught management and supervisory topics for the Executive Management Institute and the Small Business Development Center in the School of Business at the University of Wisconsin- Madison for thirty years
- published in the Learning and Consulting issues of the 2004- 2013 Pfeiffer Annuals
- has her Masters from the University of Wisconsin-Madison

CAGE Code: 3B0D7

UEI Reference: HM41CEUL1MJ4