

**Opportunity Analysis for Wicklander-Zulawski & Associates, Inc. 07/15/2025**

From Business Development Support <clientsupport@govpointe.com>  
 Date Tue 7/15/2025 5:01 PM  
 To Jake Alba <jalba@w-z.com>  
 Cc Brett Ward <BWard@W-Z.com>

Good Day Wicklander-Zulawski & Associates, Inc.

Enclosed is a summary of current federal and state opportunities that align with your strategic business objectives.

These opportunities are enumerated based on their response deadlines to facilitate effective prioritization and planning:

Please review this list at your convenience, and feel free to reach out if you require further analysis or specific details on any of the opportunities provided.

NAICS Code	Description	PSC Code	Keywords	Opportunity Focus
611430	Professional and Management Development Training	U099	Motivational Interviewing, behavioral training, probation, coaching, corrections, MI certification	The Tennessee Department of Correction is seeking input c and coaching program focused on Motivational Interviewing probation officers and treatment providers. This initiative air support evidence-based communication techniques to impr engagement and reduce recidivism.

**Opportunity Analysis**

**Opportunity Title:** Motivational Interview Training  
**Opportunity ID:** RFI 32901-31426  
**Notice Type:** Request for Information (RFI)  
**Security Clearance Required:** None specified  
**Agency:** Tennessee Department of Correction (TDOC)  
**NAICS Code:** 611430 – Professional and Management Development Training  
**PSC Code:** U099 – Education/Training: Other  
**Response Deadline:** August 10, 2025  
**Place of Performance:** Three regional locations within the State of Tennessee  
**Set-Aside:** None specified

[If you would like to schedule a meeting to review this opportunity, click here.](#)

[If this opportunity is not a good fit, and you'd like to calibrate your results, click here.](#)

**Top-Level Summary**

The Tennessee Department of Correction (TDOC) has released a Request for Information (RFI) to identify qualified providers capable of delivering **Motivational Interviewing (MI) training and follow-up coaching** to probation officers and treatment providers working in community corrections.

This training is part of TDOC’s broader initiative to enhance staff engagement skills, reduce recidivism, and improve offender outcomes through evidence-based communication techniques. The RFI seeks input on pricing, capacity, and service delivery models, which may inform future formal solicitations.

**Scope of Work**

The selected provider will be responsible for designing and delivering a training and coaching program across three regions in Tennessee. The scope includes:

**Training Delivery**

- Conduct up to **three 3-day Motivational Interviewing training sessions per region** (total of 9 sessions)
- Each session will focus on foundational MI concepts, including:
  - Use of MI in probation and parole
  - Attending and listening skills
  - Verbal techniques: open-ended questions, affirmations, reflections, summarizations
  - Creating discrepancy, managing resistance, eliciting change talk

**Coaching and Follow-Up**

- Provide **four post-training coaching sessions per participant**, focusing on:
  - Review of recorded interactions with offenders
  - Incremental feedback and skill reinforcement
  - Application of MI principles to real-world scenarios

## Instructional Approach

- Employ the “**Tell – Show – Practice – Do**” method to maximize learning retention
- Facilitate interactive skill-building with structured feedback loops

## Notice Type Clarification

This is a **Request for Information (RFI)** intended to gather market intelligence. It is **not a contract solicitation**, but a tool to evaluate vendor capabilities and inform future procurement decisions. A formal RFP or RFQ may be issued based on responses.

Vendors who respond to this RFI position themselves favorably for upcoming solicitations related to behavioral or communication-based training within correctional settings.

## Suitability Based on WZ Profile Strong

Wicklander-Zulawski’s expertise in behavioral interviewing, rapport-building, and law enforcement training makes this a strong strategic fit. The firm’s recognized strengths in structured communication and applied ethics in criminal justice environments align well with TDOC’s goals for this engagement.

## Strengths:

- Deep expertise in motivational, cognitive, and behavioral interviewing techniques
- Experience with correctional and law enforcement audiences
- Proven training methodology using practice-based learning and performance feedback

## Considerations:

- Clarify WZ’s experience with **coaching models and follow-up evaluation** post-training
- Provide **specific case studies** involving corrections or probation environments
- Offer flexible delivery models to support regional implementation across Tennessee

## Response Deadline and Criteria

**Deadline:** August 10, 2025

## Submission Requirements:

Respondents must provide the following:

- **Estimated cost** per three-day training course
- **Estimated cost** per four-session coaching cycle
- **Maximum number of participants** that can be accommodated per training
- **Summary of relevant experience**, particularly in MI or similar behavior change frameworks
- **Trainer credentials or certifications** in MI or related modalities
- Optional: previous client references, training curricula, coaching methods

## Submission Contact:

Name: Not specified in RFI summary

Refer to RFI 32901-31426 Details.pdf for submission instructions and contact information

## Match Score: 4 / 5

**Reasoning:** This opportunity is a natural fit for WZ’s core competencies. To optimize positioning, WZ should emphasize MI-related training experience, especially in community supervision contexts, and be prepared to scale delivery across multiple state regions.

## Response Timeline Score: 5 / 5

**Reasoning:** With 25 days until the deadline, there is ample time to prepare a detailed, tailored submission that demonstrates WZ’s training impact and regional capacity.

## Recommendations

**Align with TDOC Goals:** Frame the response around offender rehabilitation, communication-driven supervision, and recidivism reduction

**Demonstrate MI and Coaching Experience:** Highlight specific methods, assessments, and outcome tracking used in previous MI or behavioral training programs

**Tailor Instructional Approach:** Emphasize “Tell – Show – Practice – Do” methodology and tools used to support skill development

**Provide Cost and Capacity Models:** Offer tiered pricing options by participant cohort size and region

**Prepare for Follow-On:** Indicate WZ’s interest in responding to the full solicitation if/when it is released

## Step-by-Step Guidance for Responding

1. **Download the RFI document** (RFI 32901-31426 Details.pdf)

2. **Review submission instructions and contact fields**
  3. **Develop pricing estimates** for training and coaching formats
  4. **Assemble response packet**, including:
    - Organizational qualifications
    - Experience with motivational interviewing and similar approaches
    - Trainer bios and credentials
    - Sample training curriculum or overview
    - Coaching approach and methods
  5. **Submit the response** by August 10, 2025
  6. **Track updates** for a potential formal RFP release
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