



Capability Statement

Debra Gould & Associates, Inc. (DGAI)

Company Overview: Founded in 1996, DGAI is a New Orleans-based management consulting firm that delivers leadership development, performance management, and workforce engagement services across commercial, educational, healthcare, and government sectors. Our approach supports mission-aligned performance goals and emphasizes merit-based leadership development, inclusive workplace practices, and results-driven strategies.

Company Data

UEI: HD4NUCXHZ7Z3

CAGE Code: 1P8G4

EIN: 72-1118820

DUNS: 085595259

LaPAC Vendor Number: 310015418

Core Competencies

- Leadership Pipeline Development
- First-Time & Emerging Leader Coaching
- Trust-Based Team Dynamics
- Results-Oriented Performance Feedback
- Time and Priority Management Solutions
- Interpersonal and Cross-Functional Communication
- Project Management Streamlining
- Conflict Resolution and Decision-Making Tools
- Burnout Prevention and Employee Retention Strategies
- Leadership Assessment and Performance Gap Analysis

Differentiators

- Certified Leadership Development Practitioners
- Proven Track Record Supporting Government and Corporate Clients
- Coaching Programs Aligned with Merit-Based Standards and Federal Compliance
- Scalable, Confidential Coaching Support for Project Teams and Executives
- High-Energy Delivery with Measurable Outcomes
- Experienced Working with Multidisciplinary, Cross-Functional Teams

NAICS Codes

- 611430 – Professional and Management Development Training
- 541611 – Administrative Management and General Management Consulting
- 541612 – 541618 – HR, Organizational, and Process Consulting
- 611710 – Educational Support Services

Certifications

- SBA WOSB Certified
- Graduate of SBA 8(a) Program
- LAUCP, Hudson Initiative, (LED – DGAI eligibility ended in 2022 and limited to 10 years only)
- State & Local: SLDBE, SBE, SEBD, WBE, MBE, LADOTD

Past Performance

Client	Engagement	Contact
Port of New Orleans	Leadership Development Training	Garri Brown, Chief People & Culture Officer – (504) 528-3268
New Beginnings Behavioral Health Services	Servant Leadership, Conflict Resolution, Time Management Training	Dr. Lisa Ruffin-Wineburg, CEO – (504) 415-7804
City of New Orleans – Equipment Maintenance Div.	Communication, Customer Service, and Leadership Workshops	Kim T. DeLarge, Asst. CAO – (504) 658-8672
Mayor’s Office of Workforce Dev.	Leadership and Professional Development	Sunae Villavaso – (504) 858-6444

Contact Information:

POC: Debra Gould

Mailing Address: P.O. Box 871211, New Orleans, LA 70187-1211

Email: djgould@gouldassoc.com

Phone: (504) 460-9641

Website: www.gouldassoc.com