EXCEPTIONAL DIFFERENCE®

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CAPABILITY STATEMENT

Exceptional Difference LLC (XD) is a woman-owned small business with extensive expertise in high-stakes, safety-critical, software-intensive engineering systems. At XD, we instill in engineering teams the knowledge, tools, mindset, and courage needed to deliver improved air warfare capabilities to the fleet and the warfighter via what we call the fundamental Obligations of Engineering:

1. **Value:** We ensure your engineers and teams go beyond technical details to deeply understand and prioritize stakeholder (warfighter) needs, relentlessly focusing on exceptional value.
2. **Quality:** We guide your teams to deliver high-quality solutions that exceed expectations, instilling stakeholder confidence and accelerating the deployment of enhanced capabilities by eliminating rework.
3. **Speed to Value:** By eliminating drag and technical debt, we accelerate speed to value (and speed to fleet), enabling you to outpace competitors (enemy) while strategically balancing the urgency of today with the necessity of building a strong foundation for tomorrow.
4. **Commitment:** We drive the development of sound engineering plans based on realistic estimates of the work and time available, which means you can trust that your teams will meet or beat the commitments they make.
5. **Data:** We mentor engineers to collect, analyze, and use data to make better decisions, build courage and conviction, drive improvement, and ultimately help you do your job better.

Our tailored solutions focus on collaborating with your engineers and teams to solve real-world challenges and drive lasting organizational change. Our solutions help teams bridge the gap between principle and reality as we follow-through to implementation and execution. We also offer engaging talks, workshops, comprehensive boot camps, and practical experiences that emphasize direct application in real-world scenarios.

At Exceptional Difference, we believe that one person can change a team and one team can change an organization. In fact, we believe that's the only way change happens!

DIFFERENTIATORS

We focus on building conviction in individuals to drive improvement.

We mentor individuals to apply time-tested principles on the job.

Our principles were developed through our experiences at the Software Engineering Institute and other large, small, and start-up corporations.

We authored many of the important high-tech engineering and maturity models.

We have extensive personal experience improving teams and organizations.

CORE COMPETENCIES

Consulting	Mentoring Systems Engineers (SEs)	Coaching SEs
Professional Writing	Maturity Modeling (e.g., C2M2, SGMM)	Customized Training
Training/Transformation	Authorization/Certification	Train the trainers

PAST EXPERIENCE: Government Contracting

NAVAIR	MAWC-WD	Army	DHS	NOAA
NAWC-AD	Air Force	DOE	CISA	Naval Reactors

PAST EXPERIENCE: Commerical

LOCKHEED MARTIN · **xerox** · **BECHTEL** · **ORACLE**

IBM · **BAE SYSTEMS** · **Microsoft** · **BECKMAN COULTER**

CERTIFICATION
Woman Owned Small Business

Certifying Agency

SBA U.S. Small Business Administration

NAICS CODE: 611430
Professional and Management Development Training

UEI: SKXTWBL35YE5
CAGE CODE: 95XG3