

# Capability Statement



Be the Pebble LLC is a small business with extensive expertise in improving performance and leadership cultures in government organizations through leadership training, coaching, and assessments.

## Core Competencies

Our core competencies include:

- Leadership Turnarounds;
- Improving organizational performance, including greater efficiency and customer service;
- Significantly improving employee engagement and results on the Federal Employee Viewport Survey (FEVS);
- Organizational Development;
- Culture Change;
- Leadership Coaching; and
- Leadership Training.

## Past Experience

Be the Pebble LLC was founded in January 2025. Our Principal, Don Jacobson, spent 32 years in the U.S. Foreign Service, including 14 years in senior positions as a member of the Senior Foreign Service. The Bureau of Consular Affairs (CA) regularly used him as their “fixer” to take on the bureau’s thorniest leadership challenges, whether that involved recovery from a workload crisis (Passport Services, 2023-2024) or resolution of highly critical OIG reports (Consular Systems and Technology, 2022-2023, and the National Passport Center, 2019-21).

## Differentiators

Our Principal has decades of hands-on experience leading change and organizational transformation in the Federal Government. This included:

- designing and championing a plan that successfully fostered a culture of leadership and professional development in the 13,000-person Bureau of Consular Affairs;
- leading a massive turnaround of the State Department’s Passport Services Directorate; and
- achieving dramatic improvements to FEVS scores across 29 passport agencies/centers.

He collaborated closely with leaders at all levels and helped his teams be wildly successful.

- ACC Certification from the International Coaching Federation (ICF) – ACC level.
- Master Performance Consulting certification from the Association for Training and Development.

## Contact Information

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## Company Data

### List of Specific Pertinent Codes and Data

- UEI: CPG8T546N147
- CAGE Code: 0QUH6
- NAICS: 541611, 611430
- Small Business
- Accept Credit and Purchase Cards