American Ambulance Association
Request for Proposals
Leadership Development
November 2, 2026

1. Background & Purpose

The American Ambulance Association (AAA) is the national trade association representing the ground ambulance industry. EMSNext, the AAA's emerging leader program, identifies and develops rising talent from across our member organizations, preparing the next generation of leaders to manage the operational, financial, and workforce challenges facing EMS agencies today.

AAA is seeking a qualified leadership development consultant, an individual practitioner or firm, to design and deliver a one-day, in-person leadership development workshop for our EMSNext participants at our 2027 Annual Conference & Trade Show in Milwaukee, WI. The delivery date is to be determined, but the potential dates include July 20-23. The workshop should build practical leadership capability, provide participants with individualized insight into their own leadership style, and connect participants to AAA's broader mission and EMSNext curriculum.

2. Proposed Scope of Work

The selected consultant will be responsible for the following components:

2.1 Workshop Design & Facilitation

- Design and facilitate a one-day, in-person leadership development workshop tailored to emerging leaders in the ground ambulance space/EMS environment.
- Content should address core leadership competencies such a self-awareness, communication, decision-making under pressure, team development, and change management, contextualized for participants moving into supervisory or management roles up to and including executive positions in the next 5 years.
- Incorporate interactive exercises, small-group work, and scenario-based learning rather than lecture-only format.
- Provide all facilitation materials, participant workbooks or handouts, and any supplies needed for exercises.

2.2 Leadership Assessment & Feedback

- Administer a validated leadership or personality-style assessment to all participants prior to the workshop.

- Incorporate assessment results into the workshop design so participants understand and apply their individual results in real time.
- Provide each participant with a personalized written feedback report summarizing their assessment results and development recommendations.

2.3 Individual Coaching

- Provide a minimum of one (1) individual, one-on-one coaching session per participant following the workshop, delivered virtually or in person, of at least 30-45 minutes each.
- Coaching sessions should be grounded in the participant's assessment results and workshop takeaways, with a focus on a concrete individual development goal.
- Proposals offering additional coaching sessions per participant, or optional follow-up touchpoints (e.g., a 60 or 90 day check in) are encouraged and will be evaluated favorably within budget.

2.4 Reporting

- Provide AAA staff with a summary report following the engagement, including aggregate (non-identifying) themes from assessments and coaching, participant feedback/evaluation results, and recommendations for future programming.

3. Timeline

AAA intends to select a consultant by January 30, 2027. Prospective bidders should plan around the following schedule. AAA reserves the right to adjust these dates and will notify all bidders of any changes.

Milestone	Target Date
RFP released to prospective consultants	Nov 2, 2026
Deadline for written questions	Nov 16, 2026
AAA responses to questions distributed to all bidders	Nov 23, 2026
Proposals due	Dec 14, 2026
Finalist Interviews / presentations (if needed)	Jan 12-16, 2027
Consultant selected and notified	Jan 30, 2027
Contract Executed	Feb 13, 2027
Pre-workshop planning calls and assessment administration	Feb – Apr 2027
Workshop delivered on-site at AAA Annual Conference & Trade Show	July 2027
Post-workshop feedback report & coaching sessions completed	Within 60 days of workshop

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4. Budget

The total budget for this engagement, inclusive of facilitation fees, assessment licensing/administration, coaching sessions, materials, travel, lodging, and any other expenses, shall not exceed $45,000.

Proposals must include a complete, itemized cost breakdown. AAA will not consider proposals that exceed the budget ceiling or that omit a full cost breakdown.

5. Proposal Requirements

Interested consultants should submit a proposal that includes the following elements:

1. Cover letter (1 page) introducing the consultant/firm and summarizing relevant qualifications.
2. Facilitator background and experience, including experience with emerging or first-time leaders, association, or nonprofit audiences, and, if applicable, healthcare and EMS.
3. Proposed workshop outline, including learning objectives, agenda/flow for the day, and instructional methods.
4. Description of proposed assessment instrument(s), including validity/reliability background and how results will be integrated into the workshop and coaching.
5. Coaching plan, including number of sessions per participant, format, duration, and timeline for completion.
6. Sample materials or work products (e.g., a sample participant workbook, assessment report, agenda from past engagement).
7. At least three (3) client references from comparable engagements, ideally with associations or membership organizations.
8. Full itemized budget, not to exceed $45,000, broken out by facilitation, assessment, coaching, materials, and travel/expenses.
9. Confirmation of availability for the AAA Annual Conference & Trade Show dates (July 21-23 core conference, preconference July 20, 2027) and a willingness to travel to Milwaukee, WI.

6. Evaluation Criteria

Proposals will be evaluated on the following criteria:

- Relevant experience with emerging leadership development (30%)
- Quality and rigor of proposed assessment tool and its integration into workshop and coaching (20%)
- Strength and structure of proposed coaching component (20%)
- Overall value and clarity of proposed budget (15%)
- References and demonstrated results from comparable engagements (15%)

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7. Submission Instructions

Proposals musts be submitted electronically in PDF format to Samantha Hilker, VP-Programs & Services at shilker@ambulance.org no later than 5:00 PM EST on December 14, 2026. Please use the subject line: "AAA Emerging Leaders Workshop Proposal | [Consultant/Firm Name]".

Questions regarding this RFP may be submitted in writing to the same contact no later than November 16, 2026. Responses to all questions will be compiled and available to all prospective bidders by November 23, 2026, to ensure a fair and transparent process.

8. Terms & Conditions

- Issuance of this RFP does not obligate AAA to award a contract or to reimburse costs associated with proposal preparation.
- AAA reserves the right to reject any or all proposals, to negotiate with any bidder, and to modify the scope of work prior to final contract execution.
- The selected consultant will be required to execute a written services agreement with AAA prior to the start of work, including standard terms regarding confidentiality, insurance, and cancellation.

Thank you for your interest in supporting AAA's EMSNext program. We look forward to reviewing your proposal.