



Tailored Strategies Capabilities Statement

The mission of Tailored Strategies is to implement strategic thinking and bring innovative and creative approaches to some of the most difficult challenges

faced by projects today; those associated with community engagement, and the need to develop and establish attainable expectations in a dynamic regulatory environment.

Listen intently, think differently, strategize effectively, act decisively

Tailored Strategies, LLC is a woman-owned small business established in March 2025.

UEI: QXH2LX3Y77V6

NAICS: 541620, 541690, 541990

CAGE: 120M3

Lesley Cusick, the Owner of Tailored Strategies, brings over 35 years of experience as a project and program analyst, a regulatory specialist and innovative thinker, and an intuitive community engagement leader with unique skills in making complex technical projects understandable to the public.

- Community engagement and Industry/Government engagement and facilitation
- Development of innovative and effective regulatory strategies to meet project objectives
- Creativity in problem solving

Core Competencies:

- Objective analysis leading to persuasive advocacy
- Community engagement processes tailored to meet project needs and designed to establish legitimacy, credibility, support, and trust with communities.
- Comprehensive natural and cultural resource mitigation strategies to support project implementation
- Beneficial reuse planning that can optimize economic development opportunities, especially for contaminated federal property

Differentiators:

- Developed and championed the concept of “Community Due Diligence” wherein understanding the community needs the same level of knowledge as the presence of sensitive resources or prior property ownership.
- Recognized expertise in community engagement for challenging, highly technical, and complex projects. Developer and implementer of the OutSeek® process of community engagement.
- Skilled trainer on the “Art of Community Engagement” for Decontamination and Decommissioning – highly technical projects that can create community anxiety. *These skills are valuable and applicable throughout industry, from development to closure.*
- Developer of innovative strategies on compliance with the National Historic Preservation Act for environmental cleanup under the Comprehensive Environmental Response, Compensation, Liability Act that save projects cost and time, broaden, and potentially enhance community involvement.
- Developer of processes for successful federal real property transfers using CERCLA 120(h) and bounding NEPA strategies in consideration of reuse potential through the evaluation of utilization, appropriateness for transfer, availability, and suitability.
- Skilled trainer and facilitator for communities, technical specialists, project managers, leadership, and others on regulatory processes, controversial concepts or projects, and technical topic areas.
- Regulatory negotiator, striving for compliant, implementable, fiscally responsible, measurable *and* meaningful resolutions.

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