ROCKPOPPY

Capability Statement

INDEPENDENT REVIEW OF OPERATIONAL LEADERSHIP

Rockpoppy provides independent reviews of how an operation is actually run. Gregg McLeod works on site, speaks privately with people at every level from the newest frontline hire to the person running the operation, and reports to the sponsor what is working, what is at risk and what to do about it. One assessor conducts the interviews and writes the report, and Rockpoppy sells no follow-on product, training program or software.

CORE COMPETENCIES

- **A week inside one operation.** On site with one operation, team or region, followed by a written report and a leadership debrief.
- **A review across the wider organization.** Roles, accountability, communication, standards, succession and key-person risk across multiple operations.
- **A return visit.** Testing what has changed and what has slipped.
- **Supervisor and leadership training.** Focused development for frontline supervisors, managers and emerging leaders.
- **Post-acquisition review.** An independent read on leadership, capability and morale once integration is underway.
- **Workshops and talks.** Discussion-led sessions for leadership teams.

METHOD

Observe, Assess, Report. Each assessment tests the Five Conditions frontline teams need in order to perform: Purpose, Safe, Challenged, Supported and Accountable, with Trust around all five. Reports separate direct observation, participant accounts, assessment and recommendation, and state what was not verified.

PAST PERFORMANCE

More than 50 people interviewed, across more than 20 locations.

- **Select Water Solutions, 2026.** Reviews of trucking operations in Colorado, South Texas and the Permian Basin, and a leadership talk for operations leadership in Dallas.
- **Florida Energy Services, 2026.** Review of heavy civil operations on a federally funded infrastructure program.

COMPANY DATA

LEGAL NAME
McLeod Training LLC d/b/a Rockpoppy

PRINCIPAL
Gregg McLeod, Founder & Principal

LOCATION
Virginia Beach, Virginia

BUSINESS TYPE
Small business, LLC

NAICS CODES
541611 Management consulting
611430 Professional and management development training

INSURANCE
General liability. Professional liability available on request to meet contract requirements

SERVICE AREA
United States, on site

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DIFFERENTIATORS

- Independent: reports to the sponsor, outside the chain of command.
- The person who conducts every interview writes the report. No junior team, and no follow-on product or license being sold at the end of it.
- On the ground with frontline employees, supervisors and managers, as well as senior leaders.
- Reports built to be acted on: executive summary, findings with recommendations, a People & Roles sheet and a red and amber priority summary with owners and timeframes.
- Led by a former British Army officer, 2003 to 2018, retired as a Captain, with two operational tours of Afghanistan.