WM2008
Federal Government
Contract Capture Workshop

Process Versus Product –
The Whole Picture in Capture
Planning and Execution

Effective opportunity capture requires the full integration of strategy, design, and process. Together, they form an effective customized approach to ensure that the customer's message stands out among others.

The Environment

- Extensive teaming and use of a limited consultant pool has "homogenized" proposal development – industry members all use the same basic tools!

- Competitive pressures are increasing due to fewer, larger opportunities

- Evaluation processes emphasize differentiation

- Sole focus on proposal process mechanics versus proposal strategies drives mediocrity

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CONSULTING

- Strategy – The ability to devise or employ plans towards a goal

- Design – The art of using words or images to convey information or create an effect

- Process – A series of actions or operations leading to an end

An effective story is built on the foundation of a focused strategy. Capture planning begins well in advance of the actual opportunity and is based on specific building blocks.

- The Right Team

- The Right People

- The Right Pre-RFP Groundwork

- Objectives and Core Competencies Based Teaming Analysis

- Strengths/Weaknesses/Opportunities/Threats (SWOT) Analysis

- Black Hat Competition and Potential Team Member Analysis

- Teaming Interview Process

- Teaming Agreement Lessons Learned

- Organizational Design
- Key and Essential Personnel Position Descriptions and Requirements
- Existing Potential Key Personnel Evaluations, Including Experience and Reputation
- Personnel Development Plans
- Personnel Recruiting
- Resume/Candidate Screening

- Evaluation and Comment on Draft RFP

- Development of Key Messages for Customer Interfaces

- Coordination of Questions and Comments for Communication to the Customer

- Preparation and Coaching for Customer Meetings (Including One-On-One Meetings)

Successful delivery of your story depends on the ability to stand out among the crowd. Effective use of design and branding techniques enhance the ability to communicate through:

- Written Word

- Visual Image

Design – Written Word

- Win Strategies

- Themes

- Discriminators

- Tag Lines

- Executive Summary

- Communications Plan

Design – Visual Image

- Purpose-Driven Branding
- Logo Development
- Cover/Back/Spines
- Page Layout
- Slide Layout
- Graphics
- Desktop Publishing

The key to success is to not allow the message to
be lost in the forced application of a rigid
process approach. A proposal management
process is a tool (or more specifically, a
collection of tools), not the controlling factor.

- Compliance-Based Outlines
- Author Contracts
- Storyboards
- Mockups
- Managed SME Input – Chartered White Papers
- Topical Interim Reviews
- Electronic-Based Formal Reviews – A Paperless Approach to Red Teams

- Server-Based File Configuration Management
- Orals Presentation Development
- Orals Presentation Skills Training
- Sample Problem and Q&A Scenarios
- Production Management

The Whole Picture

Strategy . . . Design . . . Process

Each an important element of development, branding, and communication of your message