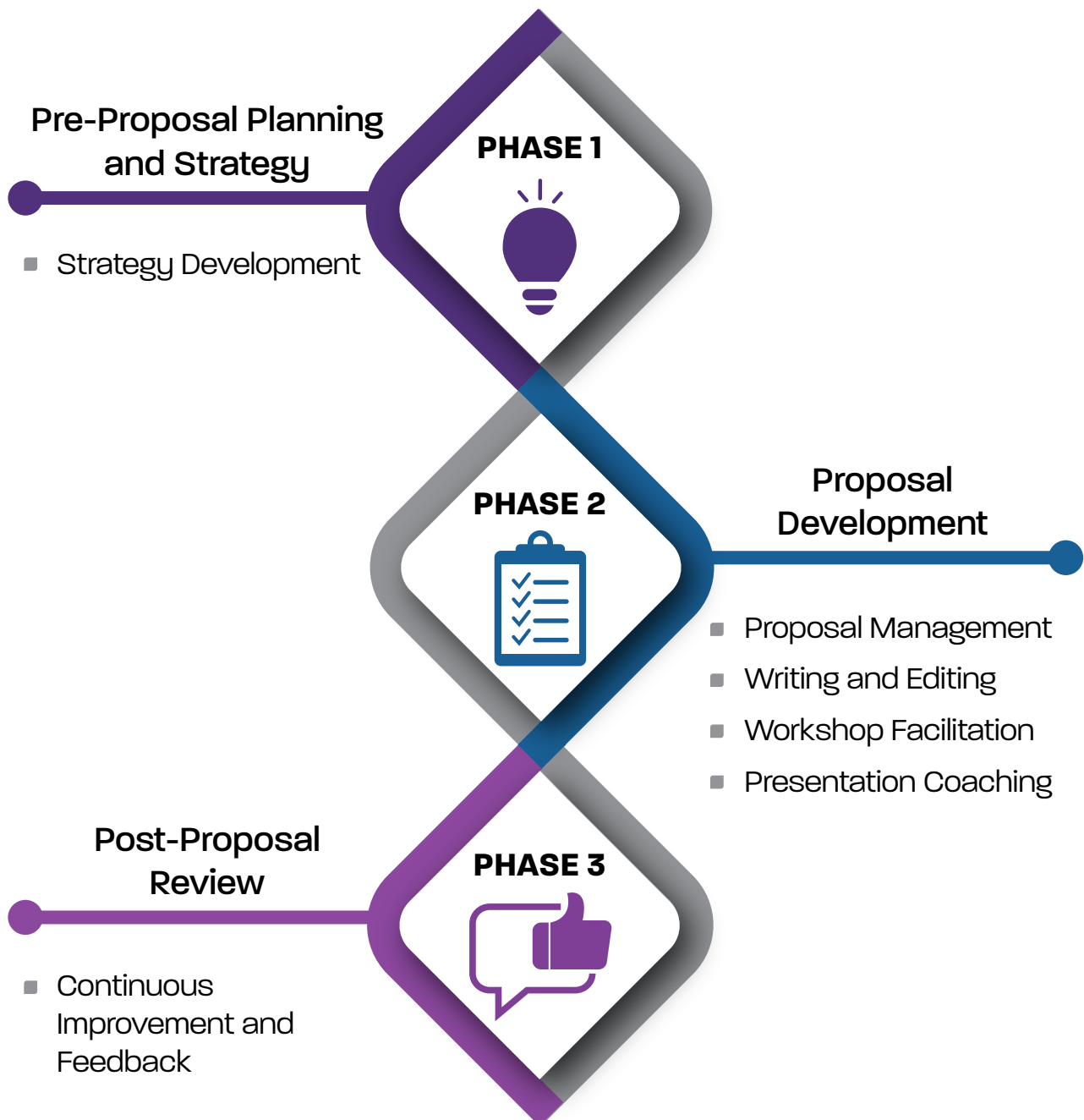




The Proposal Lifecycle



Strategy Development

Setting the strategy at the outset is key to proposal success. To do this, I use a consistent process to assess client drivers, identify your strengths and support these with compelling messages. While analysis of your client is the key - I also assess competitors and the broader socio-political context to ensure all aspects are addressed. Setting the strategy ensures the proposal development reflects your value proposition and is consistent throughout the response. The strategy is reflected in both content and visual elements. It enables the development of a compelling executive summary that is supported by evidence.

Pre-Proposal
Planning & Strategy



Proposal Management

Let me lead your proposal's production and the team. I ensure the development and implementation of a win strategy, establishment of a bid program with key review milestones and compelling content, written and visual, for a winning outcome. My approach uses basic project management principles supported by a lean philosophy to ensure the proposal process is well managed. Well managed proposals deliver winning outcomes - avoiding the mania common in some teams towards deadline. I firmly believe that proposal 'all nighters' can be avoided by the implementation of robust management approaches.

Writing and Editing

I work closely with subject matter experts to develop compelling and competitive content that wins. Working with me, the onerous task of writing is taken care of for you. Starting with a detailed understanding of client requirements, I work with you to develop compelling writing plans that ensure the question is answered, your value proposition is highlighted and all statements are supported with evidence.

Proposal
Development



Workshop Facilitation

Strategy sessions, competitor analysis, proposal review workshops – all are better when an experienced facilitator is used. Good facilitation can be the difference between a talk-fest and an outcomes-driven workshop. Asking the right questions, ensuring just the right amount of challenge and capturing outcomes, with owners and deadlines, are all strategies I use to ensure workshops drive proposal results. No one has time while working on a proposal to attend meetings that do not support winning!

Presentation Coaching

I prepare teams to present to clients, covering all aspects such as technique, structure, messages and visual supports. Working with me, your clients will be impressed by polished presentations and professional team interactive sessions. Using a similar philosophy to proposals, presentations are underpinned by strong content and messaging. I help you assess your audience and structure your message in an easy to remember format - making the 'call to action' clear.

Continuous Improvement and Feedback

Identifying areas of success and those that can be improved is a sound strategy that I encourage all clients to pursue. I can help you identify the best approach for you and your team including interaction with clients and internal surveys/review processes.

Post-Proposal
Review

