**WORK PACKAGE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Pursuit:** |  | **Volume No/Title:** |  | | **Work Package#:** | 01 |
| **Subsection/Subsection Title:** | |  | | | | |
| **WP Lead:** |  | **Cell #:** |  | **Contributors:** |  | |

**1. SECTION REQUIREMENTS OVERVIEW**

|  |  |  |
| --- | --- | --- |
| RFP REQUIREMENT | | RFP PARAGRAPH TITLE |
| **L** | |  |
| **M** | |  |
| **C** | |  |
|  | |  |
|  | |  |
|  | |  |
|  | |  |
| **OTHER INFORMATION** *(Specify other information that is relevant to this section such as customer issues/hot buttons/biases/barriers, our issues/hot buttons, references to other helpful documents or files, or anything else that may be helpful in section development):* | | |
| Customer Issues/Hot Buttons/Third Rail |  | |
| **Our Issues or Assumptions** |  | |
| **Innovations or Savings** |  | |
| **References to Documents** |  | |
| **Other Info** |  | |

**2. KEY GRAPHICS**

**2.1 Quantity of Visuals That Need to Be Created for This Section:**

**Figures (pictures, charts, graphs, etc.): \_\_\_**

**Tables: \_\_\_**

**Focus Boxes: \_\_\_**

**Vignettes and Did You Know It? Boxes: \_\_\_**

**2.2 Steps for developing Figures.** *Use this process for each new figure:*

**Step 1. Develop Initial Graphic Concept.** *Describe your graphic verbally or paste here your inspiration – what you would like to see in a picture. Describe how you would use this image. Ask questions: What is it, what would you like it to represent? You can be very vague at first:*

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**Step 2. Write the Action Caption Text.** *What is your Primary Objective? Focus on MAKING VERBS VISIBLE. Answer the following questions:*

* *WHAT IS IT THAT YOU ARE TRYING TO DEPICT?*
* *WHAT DOES IT DO?*
* *WHAT DOES IT DO BETTER THAN THE COMPETITION?*
* *WHAT DOES IT DO FOR THE CUSTOMER? WHY SHOULD THE CUSTOMER CARE?*

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**Step 3. Sketch the Graphic.** *Use PowerPoint, Visio, or Pen and Paper. Search for inspiration in other proposals, or at* [***http://images.google.com***](http://images.google.com) ***or www.bizgraphicsondemand.com.***  *Use either one of the four methods (courtesy of Mike Parkinson of Billiondollargraphics.com) to conceptualize your graphic, or mix and match:*

1. *Literal Method (Show it like it is – a screenshot, a photo org chart, the system working, the process, the results)*
2. *Substitution Method (Visual metaphor - “it is just like a…”)*
3. *Quantitative Method (Bar chart, dashboard, Gantt chart, line chart, timeline, pie chart, table/matrix)*
4. *Assembly Method (Show relationships between processes, parts of the system, components of our management approach, our toolkit, etc.)*

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**2.3 Focus Box:** *Put together a focus box to go on first page of your section. The focus box should reflect major themes from the section on why we should win; key features and benefits of our solution, and/or statements of proof that we can do the job. Use numbers to prove points – quantify and use specific names in the bullet.*

|  |
| --- |
| Headline: 2-3 Lines Explaining or Summarizing the Bullets Below |
| * Bullet 1 * Bullet 2 * Bullet 3 * Bullet 4 * Bullet 5 * Bullet 6 |

*Rules of Thumb:*

* *Headline 2 to 3 lines*
* *4 to 7 bullets*
* *1 to 3 lines per bullet*
* *Total lines 12 to 18*

**2.4 Vignettes and Did You Know It? Boxes:** *As you are working on sections 3.1-3.4, please, capture vignettes and ‘Did You Know It?’ boxes.*

***Vignettes*** *are meant to add visual interest to the proposal, and focus evaluators on important points:*

* *What is innovative in our approach?*
* *What past performance fact should the customer pay attention to?*

**Innovation:**

* xxx
* xxx
* *What important features and benefits they should not overlook?*

**Did You Know?**

* xxx
* xxx

***‘Did You Know It?’*** *boxes let us communicate awesome relevant facts about our team that may be hard to work into the narrative, but are sure to impress the customer. They also break up the monotony of text.*

**3. ANNOTATED OUTLINE**

**[NOTE TO PROPOSAL MANAGER: THIS SECTION GETS HEAVILY MODIFIED BY THE PROPOSAL MANAGER TO ADAPT TO THE ACTUAL ANNOTATED OUTLINE AND USE THE QUESTIONS BELOW AS THE AIDES IN FURTHER ELABORATING ON EACH PART OF THAT ANNOTATED OUTLINE. UNNECESSARY QUESTIONS SHOULD BE STRIPPED]**

**3.1 The exercise below is helpful in developing a strong introduction for your section, or the top-level section. This introduction should explore customer’s pain or real reason behind the requirement, which shows our true understanding. It should also state why we should win, and what is that we offer that’s beneficial to the customer (and how it is beneficial). By going through the exercise below, we are bound to surface powerful ideas and text.**

**3.1.a. Why We Should Win – Section Introduction/Hook.** *List Major Customer Issues, Must-Haves, and Hot Buttons.*

*Summarize in bullet format, as applicable to this section, what are customer’s worry items, risks that are inherent in the nature of this work, real concerns, core needs, reasons behind the requirements, hidden agendas, etc:*

* Xx
* xx

3.1.b. Section Discriminators. Discriminators are features of our offer that are both important to the customer and that differentiate us from the competition – e.g., make us fairly unique in the customer’s eyes. Please list things that are unique or are significant strengths in the customer’s eyes that apply to this section.

* Xxx
* xxx

3.1.c. Ghosting. Can you think of indirect statements (“ghosts”) that play up our competition’s weaknesses or downplay/neutralize their strengths? Please consult the Black Hat presentation if nothing comes to mind, and talk to the capture manager.

* Xx
* xxx

3.1.d. Value Propositions. Please brainstorm with the team on what we could propose to the government that would make them see the clear benefit in choosing our team, and not somebody else. Will we do something more efficiently? Will we bring some innovations? Will we use a better approach? Be specific.

* Xx
* xxx

3.1.e Section Theme Statement. Based on everything you’ve done up to this point, develop a theme for your section that is your strongest sales point. Make this theme specific, quantifiable (if possible), and customer-focused. The theme should pass your “So what?” test – now that you told me all this, so what? What does it mean to the customer??? Make it your “silver bullet.”

* Xxx

3.2.a These exercises help define our approach.

In bulleted form, identify specific elements of our approach to this section. Cite specific processes, tools, organizational elements. Provide an approach for each of the RFP requirements listed In Section 1. What you need to do in developing content is:

* Get the point of your story/message first
  + Then add more detail
    - Then add even more detail in specific subsections
* Reuse RFP language and customer terminology
* Quantify and qualify
* Answer specific questions in the subsections below – this is the meat of the section. The order is the "7 Ws" - Why, What, Who, How, When, Where, and Wow! - and this exact order usually makes for a logical and compelling section.

**Why will we do whatever it is that we have to do? What will happen if we don’t do it?** (This tells the customer that we have a deep understanding of potential problems and risks inherent in this work.)

* xx
* xx

**What exactly will we do?** (Do not regurgitate the RFP – state what our offer is)

* xx
* xx

**Who will do it?** *(Be specific – name teams, positions, and people)*

* xx
* xx

**How will we do it?** (This is our actual detailed approach that can be literally presented as a list of steps we will take to accomplish this requirement. Describe specific processes, tools, techniques, methodologies, and schedule.)

* xx
* xx

**When and Where will we do it?** (If relevant, state in what sequence this action has to be accomplished, or at which site, or at what point.)

* xx
* xx

**3.2. What are the risks and mitigation approaches for this section?** *(Please, fill out the following table)*

| **Risk Title,**  **Risk Description, and Rationale** | **Probability &**  **Impact (High, Med, Low)** | **Mitigation Approach** |
| --- | --- | --- |
| Title. If xxxxx, Then xxxx.  Rationale. (What causes/creates this risk) | High/Low | 1.  2. |
|  |  |  |
|  |  |  |

**3.3 Proof.** Identify our team’s relevant experience and past performance stories and statistics that support the claims and benefits in your section and prove that we are reliable and credible. Tie experience relevancy to this project. Relevant experience is what we did and on which program; past performance is how well we did it.

**3.3.a. What projects could we cite?**

* Xxx
* Xxx

**3.3.b. What specific anecdotes, stories, and specific examples from these projects, that are applicable to this requirement, could we use?**

* Xxx
* xxx

3.4 Section Conclusion: Features and Benefits. How will our approach benefit the customer?

Please formulate the features and corresponding benefits in the table below. Determine which benefits specifically address the customer’s issues. Test each feature and benefit pair by asking a question “so what?”

|  |  |
| --- | --- |
| Feature (What Aspect of our Offer Should the Customer Specifically Note?) | Benefit (What’s in it for the Customer?) |
|  |  |
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**4. NEXT STEPS**

4.1 Information Gathering. What additional information/research do you need to complete this section?

4.2 Data Call. What items should be included in a data call to other subject matter experts? Include specific experience items, questions, or statistics/metrics needs.

4.3 Decisions and Actions Needed. What decisions or actions are needed before completing this section? Who is responsible?

|  |  |
| --- | --- |
| Decision/Action Needed | Person Responsible |
|  |  |
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