

## **Creating a Winning Business Development Culture Utilizing the Enterprise Approach**

### **Course 1: Introduction to Business Development as a Culture Utilizing the Enterprise Approach**

Instructional Hours: TBD (Estimate 5-6 hours)

Prerequisite: None

Audience: The targeted audience is business professionals engaged in government contracting; however, the core principles are applicable within any organization engaged in generating revenue.

Description: This course sheds the traditional approach of creating a business development department within an organization by exploring the development of creating a business development culture utilizing an "Enterprise Approach".

Course Objectives: Help the participant develop a basic understanding of:

- The differences between a traditional business development department and business development from an "Enterprise Approach"
- The value of developing a business development culture utilizing the "Enterprise Approach"
- Human Capital Management (HCM) and how it is the key component of creating business development culture utilizing the "Enterprise Approach"

This module will address the following sub modules:

- Introduction
- Module 1.1: *What is Business Development?* This module provides and exploration of business development from a basic sales viewpoint and how it correlates to the more complex business development requirements. It also explores the difference between business development management versus business development strategy.
- Module 1.2: *Business or Enterprise, What is the difference?* This module explores the similarities and differences between the concept of "Business" and "Enterprise" from definition to concept and the importance of the two within an organization
- Module 1.3: *What is the Human Capital?* This is an area so often left out of the business development process. This module addresses the definition of Human Capital and why it is the key component of the "Enterprise Approach".
- Module 1.4: *What is the Enterprise Approach to Business Development?* This is the culminating topic combining the preceding elements, Business Development, Enterprise and Human Capital into the "Enterprise Approach". Presented material will explore the interrelationship of these three elements into one cohesive approach to create a highly effective and efficient business development culture.
- *Review*

### **Course 2: Highly Effective Business Development Process - Pre RFP Release**

Instructional Hours: TBD (Estimate 5-6 hours)

*The information contained herein is created and developed by TS Mason, LLC and is intended only for the use by TS Mason, LLC and authorized users. Further distribution to third parties is not authorized without the prior written consent of TS Mason, LLC. TS Mason, LLC hereby grants Trio Consulting permission of use per the terms and conditions of the most recently exercised teaming agreement.*

Prerequisite: Recommend (Not Required) Course 1: Introduction to Business Development as a Culture Utilizing the Enterprise Approach

Audience: The targeted audience is business professionals engaged in government contracting

Description: This course is the first of three courses that provides a recommended business development process utilizing the “Enterprise Approach”. Participants will be provided a basic process comprised of important steps for developing business opportunities with an emphasis on government contracting.

- *Introduction and Overview*
- *Module 2.1: Phase 1 - Opportunity Discovery.* The concept of “Discovery” versus “Identification” will be explored. The fore mentioned represents a proactive approach whereby the later indicates a passive approach in the first step of business development. Participants will explore the most common available methods and venues.
- *Module 2.2: Phase 2 –* Participants will explore two highly important functions which together form Phase 2 of the business development process. The functions are:
  - *Opportunity Analysis.* The importance of conducting this function and an overview of methods is explored.
  - *Workforce Analysis.* This is often a function not included in the business development process. The participant will be presented with a basic understanding of this process and how it interacts with the Opportunity Analysis. (Note: More detailed instruction can be provided in a separate course.)
- *Module 2.3: Phase 3 - Pursue/No Pursue.* Important factors to consider are explored for making the decision to pursue or not to pursue an opportunity.
- *Module 2.4: Phase 4 –* Participants will explore the four functional areas which make up this final phase of this course. Instructions will explore:
  - *Capture Management.* Areas of consideration for effective Capture Management that also includes proposal preparation and qualifying teaming alliances
  - *Workforce Planning.* The development of a basic position description
  - *Recruiting Plan Development & Implementation.* Developing a contingent recruiting plan and implementing the plan.
  - *Prospect Pool Creation.* Contingent recruiting.
- *Review*

### **Course 3: Highly Effective Business Development Process - Post RFP Release**

Instructional Hours: TBD (Estimate 3 – 4 hours)

Prerequisite: Recommend (Not Required) Course 1: Introduction to Business Development as a Culture Utilizing the Enterprise Approach and Course 2: Highly Effective Business Development Process – Pre RFP Release

Audience: The targeted audience is business professionals engaged in government contracting

Description: This course is the second of three courses that provides a recommended business development process utilizing the “Enterprise Approach”. Participants will be provided a basic process

*The information contained herein is created and developed by TS Mason, LLC and is intended only for the use by TS Mason, LLC and authorized users. Further distribution to third parties is not authorized without the prior written consent of TS Mason, LLC. TS Mason, LLC hereby grants Trio Consulting permission of use per the terms and conditions of the most recently exercised teaming agreement.*

comprised of important steps for developing business opportunities with an emphasis on government contracting.

- *Introduction and Overview*
- *Module 3.1: Phase 5* – Participants will be provided an adaptive presentation of Module 2.2 which incorporates a review of the actual RFP. Instruction will include recommended hot buttons to look at when reviewing the RFP.
  - *RFP Analysis*
  - *Workforce Analysis.*
- *Module 3.2: Phase 6 – Bid / No Bid* - Participants will be provided an adaptive presentation of Module 2.3.
- *Module 3.3: Phase 7* – This instruction will provide participants recommendations that will enable them to:
  - *Finalize & Initiate Proposal Plan.* Determining writing assignments, timelines and requirements.
  - *Validate & Adjust Workforce Plan & Recruiting Plan.* Participants will be provided an adaptive overview of Module 2.4 that incorporates the adjustment of labor requirements and recruiting initiatives based upon the RFP.
- *Module 3.4: Phase 8* – Participants will be provided recommended hot button topics of consideration for the following two functional areas:
  - *Proposal Development.* Managing writing assignments and collection, compliance issues, adapting to amendments and changes to the solicitation.
  - *Contingent Offers.* Negotiating contingent offers and collecting resumes and bios required by the RFP.
- *Module 3.5: Phase 9* – An overview of recommendations for:
  - *Proposal Review, Production and Submission.* Preponderance of instruction will explore the pros and cons of color team reviews vs. non color team (in-progress) reviews and why in-progress reviews may be the best solution.
  - *Recruiting* – Recruiting does not stop. Continuing to develop and manage the prospect pool.
- *Review*

#### **Course 4: Post Award**

Instructional Hours: TBD (Estimate 2 hours)

Prerequisite: Recommend (Not Required) Course 1: Introduction to Business Development as a Culture Utilizing the Enterprise Approach and Course 2: Highly Effective Business Development Process – Pre RFP Release, and Course 3: Highly Effective Business Development Process – Post RFP Release.

Audience: The targeted audience is business professionals engaged in government contracting

*The information contained herein is created and developed by TS Mason, LLC and is intended only for the use by TS Mason, LLC and authorized users. Further distribution to third parties is not authorized without the prior written consent of TS Mason, LLC. TS Mason, LLC hereby grants Trio Consulting permission of use per the terms and conditions of the most recently exercised teaming agreement.*

Description: This course is the last of three courses that provides a recommended business development process utilizing the “Enterprise Approach”. Participants will be provided a basic process comprised of important steps for developing business opportunities with an emphasis on government contracting.

- *Introduction and Overview*
- *Module: 4.1: Contract Award.* Information will be presented highlight key areas concerning actions to consider post contract award.
  - *Phase 10a – Review & Authenticate Contract and Validate & Adjust HCM Plan.*  
Information will be presented covering these two functional areas which make up Phase 10a of the business development process. Specific areas concerning
  - *Phase 11a -Finalize and Implementation Plan and Ramp Up Recruiting*
  - *Phase 12a – Team Meeting and Initiate Offers*
  - *Phase 13a – Stand Up Contract and On Boarding*
  - *Phase 14a – Contract Maintenance and HCM*
- *Module 4.4: No Award.* Information will be presented highlighting the following key steps to be taken upon notification of non-award. Focus will be placed on the conduct of an after action review (AAR) and determining changes to incorporate based upon findings.
  - *Request Debrief*
  - *Receive Debrief*
  - *Conduct AAR*
  - *Determine Changes*
  - *Incorporate Changes*
- *Review*

*The information contained herein is created and developed by TS Mason, LLC and is intended only for the use by TS Mason, LLC and authorized users. Further distribution to third parties is not authorized without the prior written consent of TS Mason, LLC. TS Mason, LLC hereby grants Trio Consulting permission of use per the terms and conditions of the most recently exercised teaming agreement.*