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# NEW ORLEANS

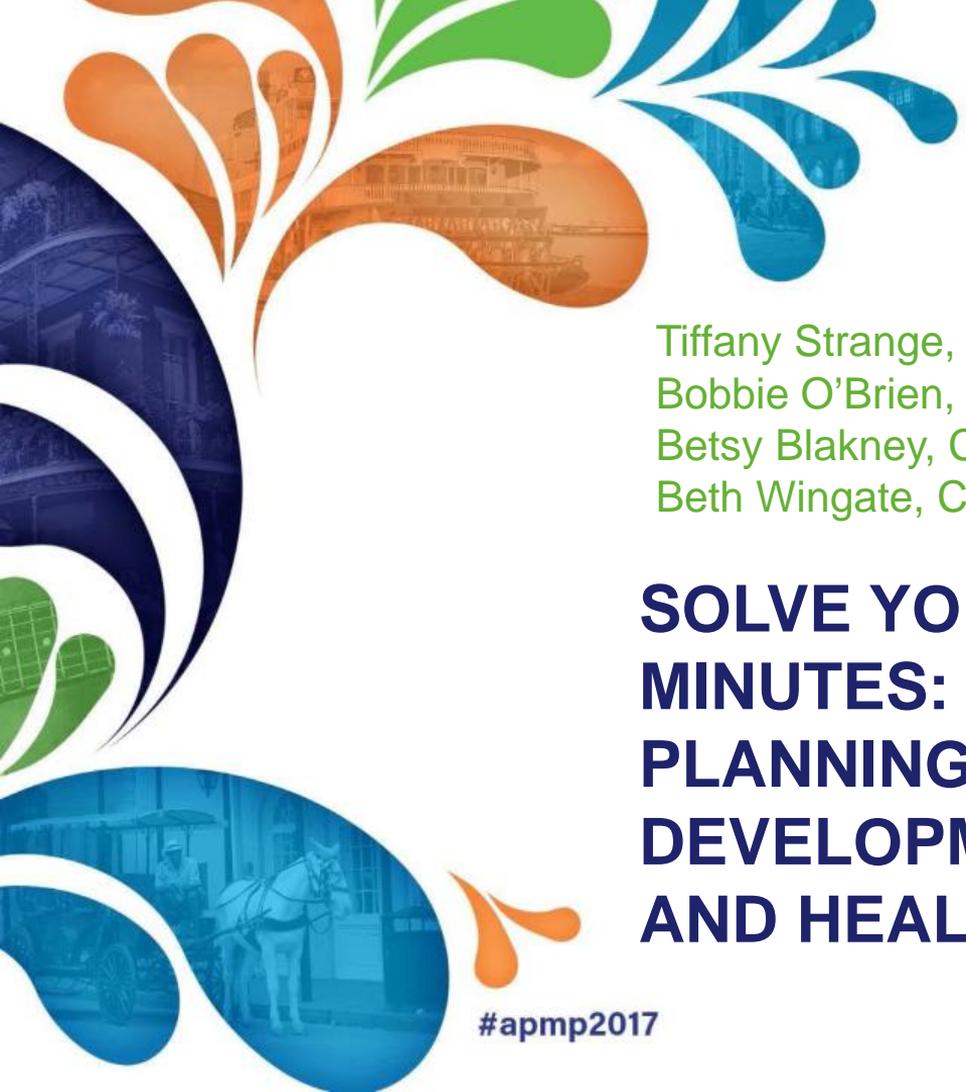
## APMP BID & PROPOSAL CON

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JUNE 13-15, **2017**

#apmp2017





Tiffany Strange, CP APMP  
Bobbie O'Brien, CF APMP Fellow  
Betsy Blakney, CPP APMP Fellow, CKM  
Beth Wingate, CF APMP Fellow

**SOLVE YOUR PROBLEMS IN 90  
MINUTES: STRATEGIC CAREER  
PLANNING, PROFESSIONAL  
DEVELOPMENT, LESSONS LEARNED,  
AND HEALTH AND WELL-BEING**



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# 4 mini-workshops

- Strategic career planning
- Professional development potpourri
- Lessons learned
- Personal health and well-being





Tiffany E. Strange, CP APMP

# STRATEGIC CAREER PLANNING

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# How did you get into that line of work?



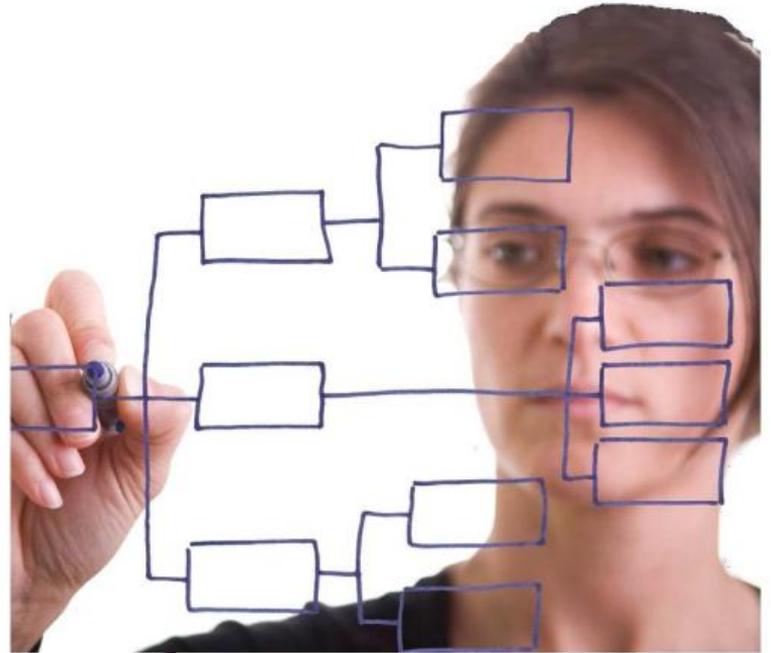


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# Strategic planning

- Be proactive
- Set time aside
- Pre-write your resume
- Define your pathway
- Build your plan





Strengths

Weaknesses

Threats

Opportunities

SWOT

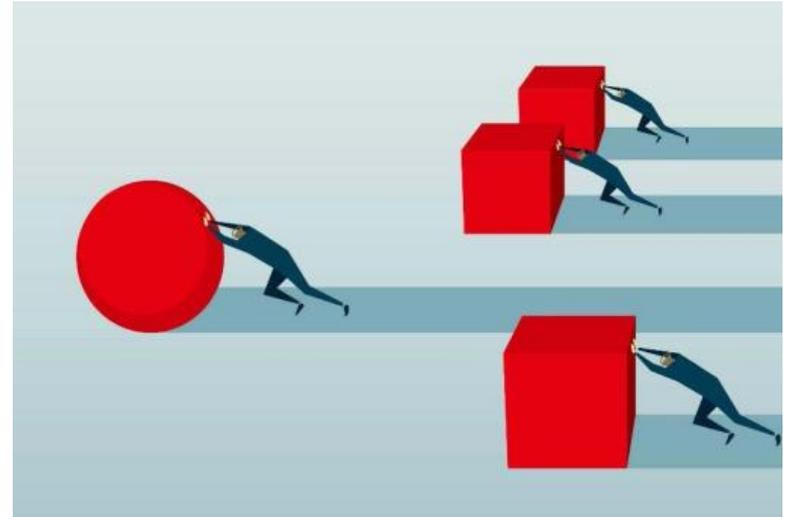
# Strengths

- Nurture your core skillset
- Embrace discriminators
- Fill a void

**COMPETITIVE  
ADVANTAGE**

# Weaknesses

- Gap analysis
- Qualities to build upon
- Desired skills
- Road blocks



*Successful people are just normal people who are prepared to do the uncomfortable things that most people won't do.*

# Opportunities

- Plan ahead
- Peer weaknesses
- Leadership needs
- Tough it out



*It's a dirty job, but someone has to do it.*

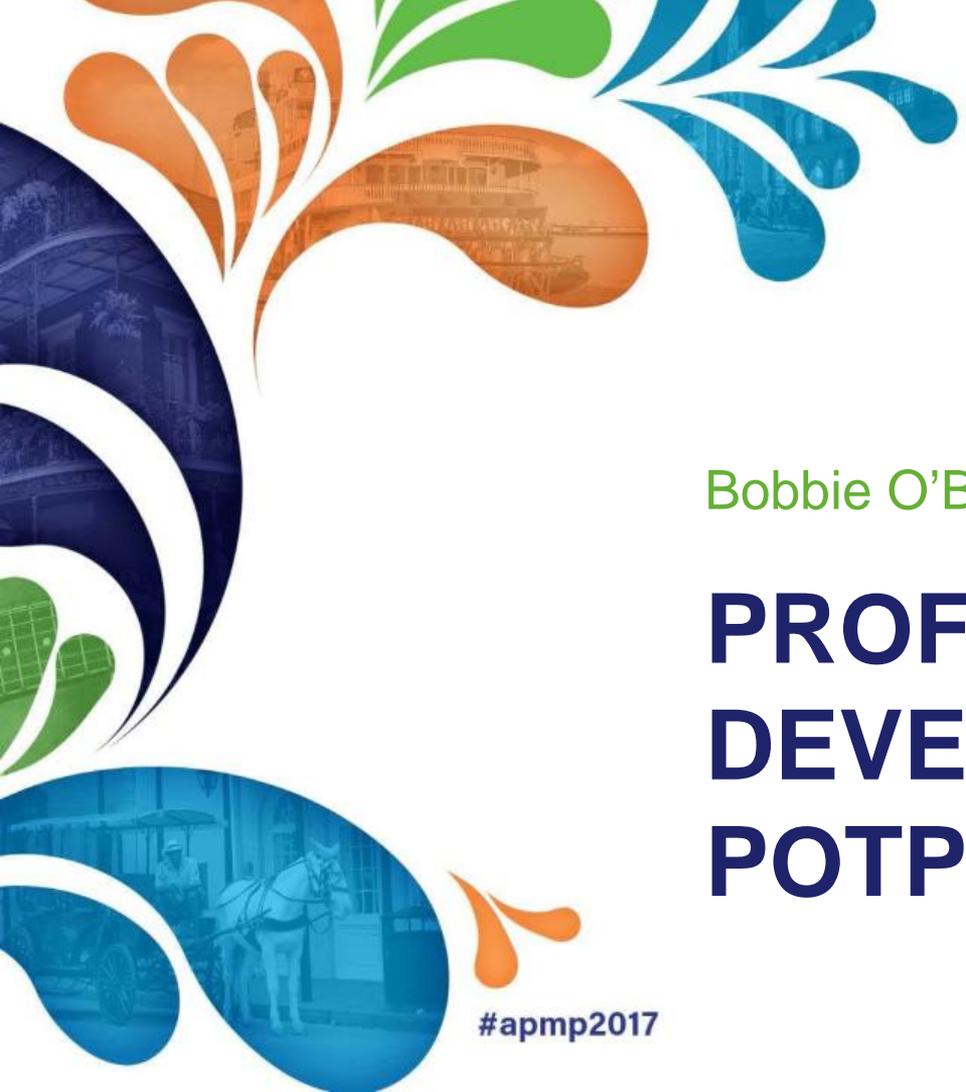
# Threats

- Study successful peers
- Seek inspiration
- Cues from leadership
- Pay attention





**DREAM JOB**  
**NEXT EXIT** ↗



Bobbie O'Brien, APMP Fellow

# PROFESSIONAL DEVELOPMENT POTPOURRI

#apmp2017

# Professional development potpourri

- The four stages
- Let's talk!



*It's time to decide that it IS Day One -  
.....and not One Day!*

# Stage one

- Motivators at the foundational stage include
  - Understanding the organization's structure, function, and culture
  - Attaining base-level technical skills
  - Giving relevancy to previous training
  - Exercising directed creativity and initiative
  - Moving from dependency to independence
  - Exploring personal/professional dynamics; and
  - Building relationships with professional peers



# Stage two

- Motivators for development
  - Developing an area of expertise
  - Becoming an independent contributor in problem solving
  - Developing a professional identity
  - Gaining membership in professional community
  - Expanding creativity and innovation
  - Moving from independence to interdependency

2

**PRACTITIONER**

# Stage three

- Motivators are
  - Acquiring broad-based expertise
  - Attaining leadership positions
  - Developing networks with others
  - Stimulating thought in others
  - Counseling other professionals
  - Developing coaching and mentoring relationships
  - Facilitating your continuing growth and development



# Stage four

- Motivators to becoming an integral part of improving the industry through best practices are
  - Being involved in strategic planning within industry or having a platform to provide a voice
  - Having achieved respect of others
  - Engaging in innovative thinking
  - Understanding complex relationships of differing aspects within our industry
  - Mentoring individuals
  - Recognizing evolution of industry and working toward professionalism

4

**FELLOWS DESIGNATION**

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# Interactive participation

- Personal and professional development
  - How has that factored in your career
  - Played a positive role?
  - No impact?
- Certification through the levels
- Other certifications
  - Within the industry or adjunct
  - Personal
- Future





Betsy Blakney, APMP CPP Fellow, CKM

# LESSONS LEARNED

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# Objectives

- Identify essential elements of the process
- Data collection techniques used to capture feedback
- Methods used to categorize and disseminate findings

# Definition\*

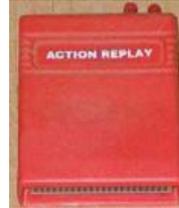
- Concise descriptions of knowledge derived from experiences that can be communicated through mechanisms, such as storytelling and debriefing, or summarized as databases.
- These lessons often reflect on
  - What we did right
  - What we would do differently
  - How we could improve our process and/or product to be more effective in the future

# Best practices

- Critical review step(s) in BD process
  - Post submission (internal feedback)
  - After contract award/customer debrief
- Designated *owner* responsible for ensuring process improvements routinely implemented and institutionalized within organization
- Established lessons learned database/repository
- Document, manage, track, and report on action items to resolution to ensure that BD process improvements are traceable and actually incorporated
  - Key factor in executing a seamless transition plan

# Alternatives

- Action replay



- Rationale reconstruction



- Win/loss interview



# Must-haves to ensure maximum value

- Non-wins (losses) should be interviewed
- Select an impartial interviewer
- Ask *off-the-template* questions
- Analyze your loss interviews to assess trends

*...and determine implications and action plans*

# Eliciting constructive feedback

- Gaining insight after customer debrief
  - Did what we learn apply to all customers or just this one?
  - Did we misinterpret what the customer wanted?
- Improving proposal process effectiveness
  - How could the mistake in the delivery have been prevented?
  - What can we do in the future to prevent this error from happening again?
- Evaluating process documentation issues
  - If we make this improvement, how does it affect the team's R&R?
  - What else can we do to mitigate this issue?
- Evaluating proposal software issues
  - Were reviewers new to the system able to use it to its full potential?
  - Was sufficient technical support available when needed?

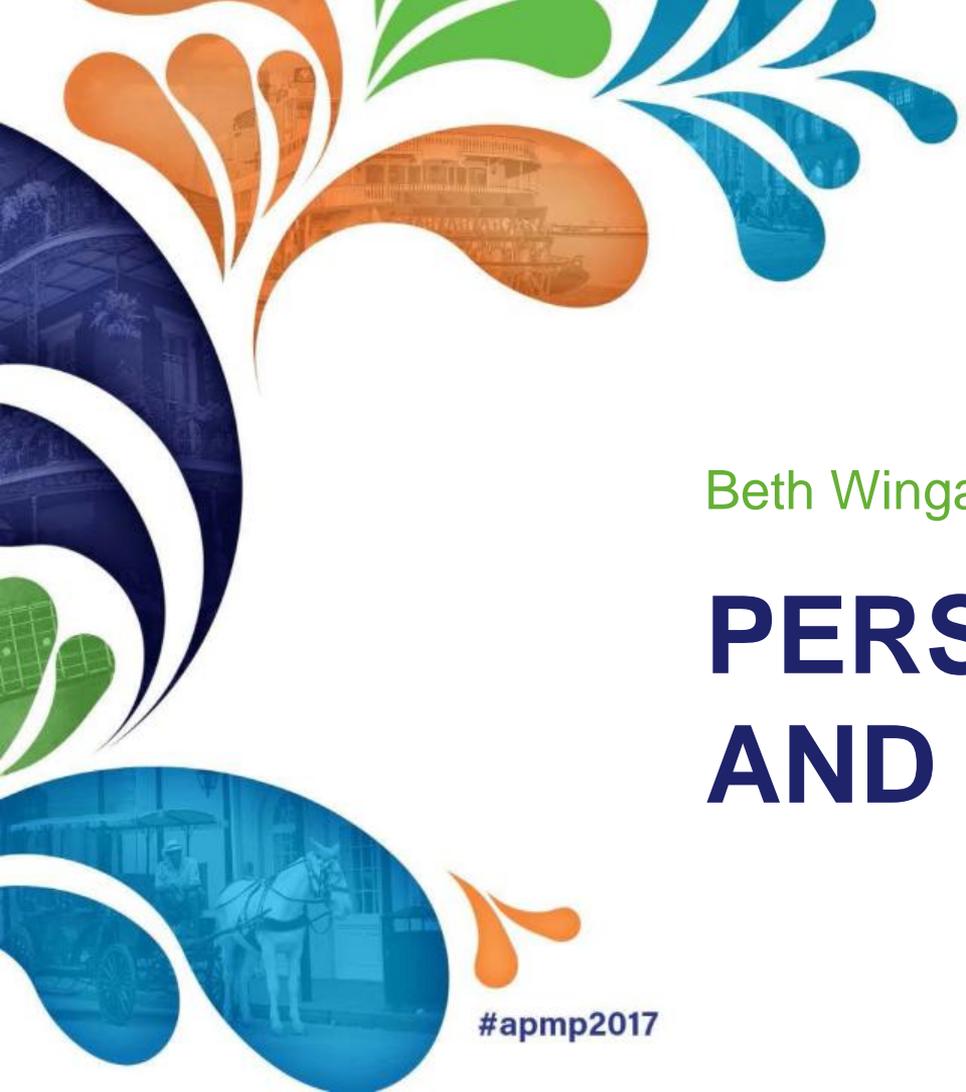
# Applying lessons learned

- Allows for more open discussions about what worked and what could be improved
- Clearly documents details of the issue and how it was resolved for future benefit
- Ensures you can find documentation you need to review when you need it
- Protects identity of survey participant to get honest and open feedback



# Top takeaways

- Ex. “Holding a lessons-learned session after a proposal has been submitted is a good idea, but only if it results in change.”
- “...issues should turn into action items that lead to improvements on future proposals.”



Beth Wingate, APMP Fellow

# PERSONAL HEALTH AND WELL-BEING

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Work Life



# Topics for discussion

- Exercise (and tracking)
- Diet (and tracking)
- Sleep (and tracking)
- Sitting (and tracking)



# new year's resolutions

exercise get fit

eat healthy <sup>lose</sup> weight

save money

enjoy life

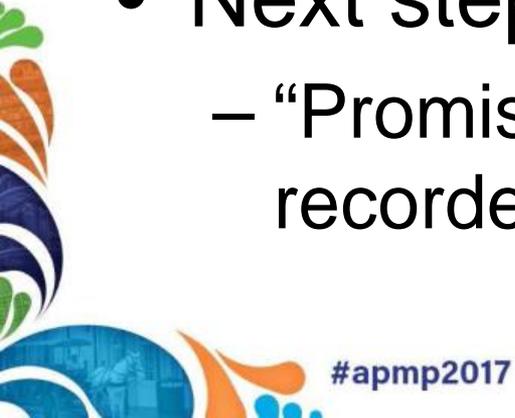
drink less SMILE

help others take a trip

be happy

# Exercise (and tracking)

- Issues we're facing
- Suggestions for improving (and tracking)
- Next steps
  - “Promise” to yourself recorded on handout



# Diet (and tracking)

- Issues we're facing
- Suggestions for improving (and tracking)
- Next steps
  - “Promise” to yourself recorded on handout



# Sleep (and tracking)

- Issues we're facing
- Suggestions for improving (and tracking)
- Next steps
  - “Promise” to yourself recorded on handout

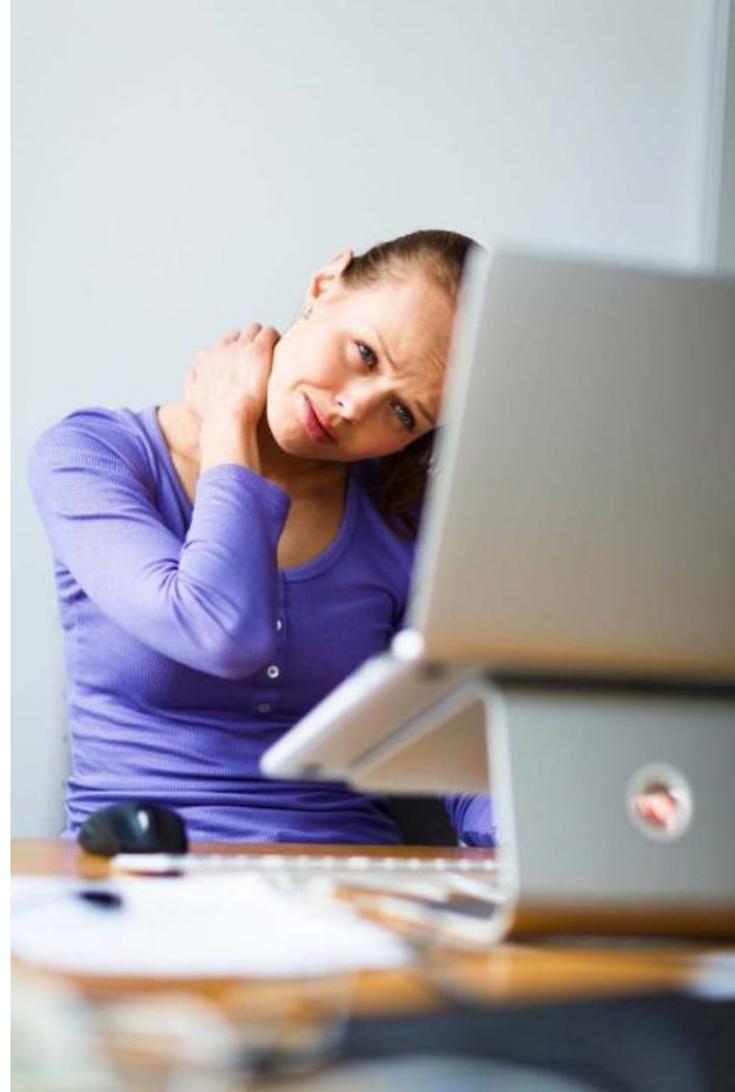


# Sitting (and tracking)

- Issues we're facing
- Suggestions for improving (and tracking)
- Next steps
  - “Promise” to yourself recorded on handout



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**JOBs**

**PROJECTs**

**OVER-  
WORKED**

**TO-DOS**

**ERRANDs**

**TASKs**



**WELLNESS**

**SOLUTIONS**

**Straight Ahead**



# **SESSION WRAP-UP Q&A AND DISCUSSION**

**#apmp2017**

# Q&A and wrap-up

- Strategic career planning
- Professional development potpourri
- Lessons learned
- Personal health and well-being

*WHAT'S NEXT?*



Just  
Start

SET  
GOAL

MAKE  
PLAN

GET  
TO  
WORK

STICK  
TO IT

REACH  
GOAL

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# Contact us

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