



Strength-Based Winning for Federal Contractors

Win More by Solutioning to Strengths

To win federal best value tradeoff proposals, you need to have the best and possibly the most strengths. This class sets the framework for how the Government evaluates proposals and what constitutes a strength to Government evaluators. Attendees learn how to perform strength-based capture, strength-based solutioning, and strength-focused proposal reviews as well as write proposal text that highlights those strengths.

What you will learn:

In this Strength-based Solutioning class, you'll learn:

- How the government evaluates proposals and determines strengths, weaknesses, deficiencies and risks
- How to plan and manage effective strength-based solutioning sessions
- How to budget and map strengths for higher scores
- How to write proposal text featuring strengths that are supported by proof points
- How to conduct strengths-based proposal reviews and score your proposal like a Government evaluator
- How to use results to efficiently increase proposal evaluation scores.

Who should attend?

This class is designed for capture management, solution architect, and proposal management professionals as well as for company executives, project managers, and technical professionals who participate in solutioning, writing, and reviewing proposals.

Seminar agenda (one day course):

Time	Activity
8:30 AM	Introductions & Purpose
9:00 AM	How the Federal Government evaluates and scores proposals
9:30AM	Break
9:45 AM	What is a Strength? <ul style="list-style-type: none">• Activity: Identifying Strengths
10:45 M	Vetting Strengths with the Customer as Part of Capture

Training Office: Beth Wingate 703.638.2433 bwingate@lohfeldconsulting.com

Facebook.com/LohfeldConsulting Lohfeld Consulting Group Twitter.com/Lohfeld

Subscribe to our Capture & Proposal Tips eBrief - it's free!

www.lohfeldconsulting.com

Time	Activity
11:15 AM	Identifying Evidence of Strengths – <ul style="list-style-type: none"> Activity: Identifying Proof Points to Support Strengths
12:00 PM	Lunch Break
1:00 PM	Strength-Based Solutioning <ul style="list-style-type: none"> Activity: Strengths-Based Solutioning
1:45 PM	Strength-Based Proposal Writing <ul style="list-style-type: none"> Activity: Outlining with Strengths Activity: Developing Win Themes with Strengths
3:00 PM	Break
3:15 PM	Strength-Based Proposal Reviews <ul style="list-style-type: none"> Activity: Creating a Scoresheet for an Evaluation Subfactor
4:00 PM	Strength-Based Lessons Learned
4:15 PM	Conclusion and Q&A

Instructors

Lisa Pafe, Vice President



Lisa Pafe teaches our Proposal Review seminar, Proposal Writing class, GWAC/IDIQ class, and APMP Foundation Certification class. She brings nearly 30 years' experience in management consulting, marketing, business development, project management, and proposal management. Her experience also encompasses project management, business process

improvement, and organizational change management. She is a Project Management Institute (PMI) certified Project Management Professional (PMP) and an APMP Fellow with Professional-level certification (CPP APMP Fellow). She is a trained Internal Auditor for ISO 9001:2008. She holds a Masters of Information Systems from The George Washington University School of Business and a Masters of Public Policy from Harvard University. Lisa has managed hundreds of winning government proposals and brings extensive experience in all aspects of business capture and proposal operations.

Lisa was the 2016-17 Association of Proposal Management Professionals (APMP) National Capital Area (NCA) Chapter President and previously served as Vice President and Chair of NCA's Speaker Series Planning Committee.

Liz Skarlatos, CPP APMP



Liz Skarlatos applies her 30 years of business development, capture management, proposal management, and proposal writing experience to our Capture Management and Strength-Based Winning classes. For the last 14 years at Booz Allen, Liz served as business development manager and capture manager, as well as proposal management expert, primarily focused on Intelligence Community (IC) customers. She grew and maintained a robust opportunity pipeline, developed and maintained key industry relationships and competitive intelligence, developed win strategy for and managed corporate-defined Top 10 captures and proposals, and coached and mentored staff in business development, capture management, and proposal management and execution.

As a senior proposal subject matter expert (SME) in TRW's Proposal Operations Center, Liz developed and executed proposal win strategy and successfully managed proposals for federal, civil, defense, IC, and international customers. She served as proposal manager, management volume lead, past performance volume manager, staffing volume manager, security volume manager, basis of estimate (BOE) writer, compliance manager, proposal section writer, staffing/resume writer, proposal process trainer, and color team reviewer.

Maryann Lesnick



Maryann Lesnick teaches our APMP Foundation Certification and Proposal Management classes. She brings more than 25 years of experience in business development; proposal management, writing, and editing; capture management; project management; and quality management for both federal and commercial sectors. She holds APMP Practitioner-level certification (CP APMP) and is a Project Management Institute (PMI) certified Project Management Professional (PMP). She is also a Certified Scrum Master (CSM) and certified Microsoft Office Specialist (MOS).

Maryann has been active with APMP for the past 13 years, has served on the Board of Directors of the National Capital Area (NCA) chapter for the past 8 years, and served as the 2014-2015 President of that chapter—the largest chapter in the United States. She currently serves as NCA Chapter Membership Chair and is on the Board of Directors for APMP International.