



# Strength-Based Winning<sup>®</sup> for Federal Contractors

## Win More by Solutioning to Strengths – Online

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<sup>®</sup>, and Strength-Focused Proposal Reviews as well as write proposal text that highlights those strengths.

### What you will learn

In this Strength-Based Solutioning<sup>®</sup> 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<sup>®</sup> 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 increase proposal evaluation scores efficiently.

### 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 (three modules over 3 days)

#### Module 1 – Improving win rates: How the government evaluates your bid for Strengths (Approximately 4 hours)

- Introductions and purpose
- How the Federal Government evaluates proposals
- Source selection decisions
- Task order bids
- Defining a great proposal
- Seven proven quality measures



- Fresh perspective
- Lessons learned
- Conclusions and Q&A

### **Module 2 – Improving win rates: Strength-based capture and solutioning (Approximately 4 hours)**

- Introductions and purpose
- Module 1 recap
- Understanding strengths
- Strength-focused capture
- Influencing the RFP
- Strength-Based Solutioning®
- Lessons learned
- Conclusions and Q&A

### **Module 3 – Improving win rates: Strength-based proposal writing and reviews (Approximately 4 hours)**

- Introductions and purpose
- Modules 1 and 2 recap
- Planning content
- Writing strength statements
- Effective proof points
- What's SUPS?
- Strength-based proposal reviews
- Lessons learned
- Conclusions and Q&A

## **Instructors**

### **Lisa Pafe**

Lisa Pafe teaches our Strength-Based Proposal Reviews for Federal Contractors, Modern Proposal Writing for Federal Contractors, Strength-Based Winning® for Federal Contractors, and APMP Foundation Certification classes. She brings 30 years of 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 Association of Proposal Management Professionals (APMP) Fellow with Professional-level certification (CPP APMP). She is a trained Internal Auditor for ISO 9001:2008.



She holds a Master of Information Systems from The George Washington University School of Business and a Master 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 2016–2017 APMP National Capital Area (NCA) Chapter President and previously served as Vice President and Chair of NCA's Speaker Series Planning Committee.

### **Brenda Crist**

Brenda Crist teaches our Modern Proposal Writing for Federal Contractors class, Preparing Teams to Grow Business for Federal Contractors, and APMP Foundation Level Certification Preparation classes. Brenda Crist has more than 30 years of experience providing capture, proposal, and program management support for IT companies serving the federal market. She is currently a Vice President at Lohfeld Consulting Group. Prior to becoming a full-time proposal professional, Brenda served as a Group Manager for OAO Corporation and Project Manager for Harris Corporation. She has provided onsite system, application, and network management solutions for civilian and military clients.



Brenda holds a Master of Public Administration from American University. She is certified at the Professional Level from the Association of Proposal Management Proposals (APMP) and has delivered APMP certification training to hundreds of students since 2011. Brenda is an APMP Fellow and former Chapter Chairperson of the Year.

### **Brooke Crouter**

Brooke Crouter teaches our Strength-Based Winning® for Federal Contractors and Modern Proposal Writing for Federal Contractors classes. She has 27+ years' experience providing strategic leadership in pursuit of professional and IT services contracts, serving as capture manager, proposal manager, writer, trainer, capture/proposal process developer, and institutional *best practices* expert.



As a former Navy Commander and with a 14-year career with Booz Allen, her background encompasses competitive intelligence and assessment, capture strategy and planning, offer definition, and proposal development. She has particular expertise in assisting clients with process and procedure development and methodology against industry best practices and standards. Brooke holds a Master of Science in Telecommunications Management from the Naval Postgraduate School. She is also a Certified American Grant Writer and holds APMP certification.

## **Doug Humberger, Ph.D.**

Dr. Doug Humberger teaches our Strength-Based Winning™ for Federal Contractors, Capture Management for Federal Contractors, and Strength-based Winning™/Writing classes. He applies his 30+ years of business development, capture management, proposal management, and proposal writing experience to your capture management class. As a Partner at



Booz Allen Hamilton, Doug was responsible for overall business capture and development for large teams, primarily focused on Department of Defense and Homeland Security customers, along with clients in other agencies. Doug followed that experience by developing a capture process for NORC at the University of Chicago in the Security, Energy, and Environmental client arenas. In both positions, Doug trained staff on the capture process, grew and maintained robust opportunity pipelines, developed and maintained competitive intelligence and key client relationships, and developed win strategies for and managed corporate-defined Top 10 captures and proposals. Additionally, he coached, trained, and mentored staff in business development, capture management, and proposal management and execution.

Earlier in his career, he 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 for over 200 proposals to Federal and commercial clients. He holds BS, MS, and Ph.D. degrees in Physics.

