

Thank you for your input – honestly!



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Quadrigal Bid Process Engineering

15:45 – 17:00 Discovery 1
Weds 21st October 2015

About Me

- 20+ year background in business consultancy
- Wide experience of bidding procedure from FM through Services to IT
- Now run Quadrigal, a Bid Process improvement consultancy



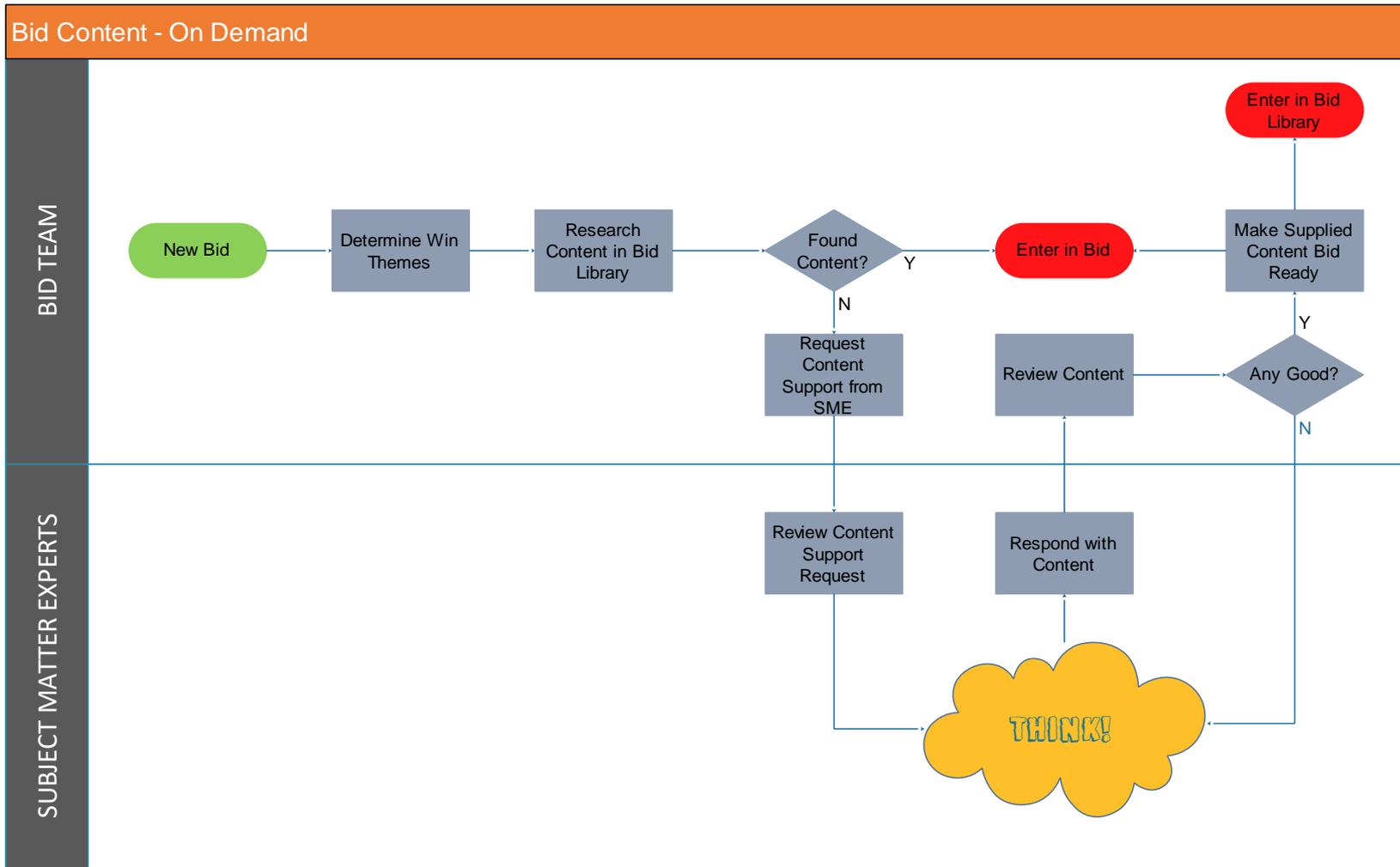
Agenda

- Why bother gathering content outside the Bid Team?
- When should you be asking for content- the Ideal Process
- How to do it- opening up the Channels of Communication
- A Case Study about a Case Study
- Overcoming objections- From “No” to “No Problem”
- Keys for success

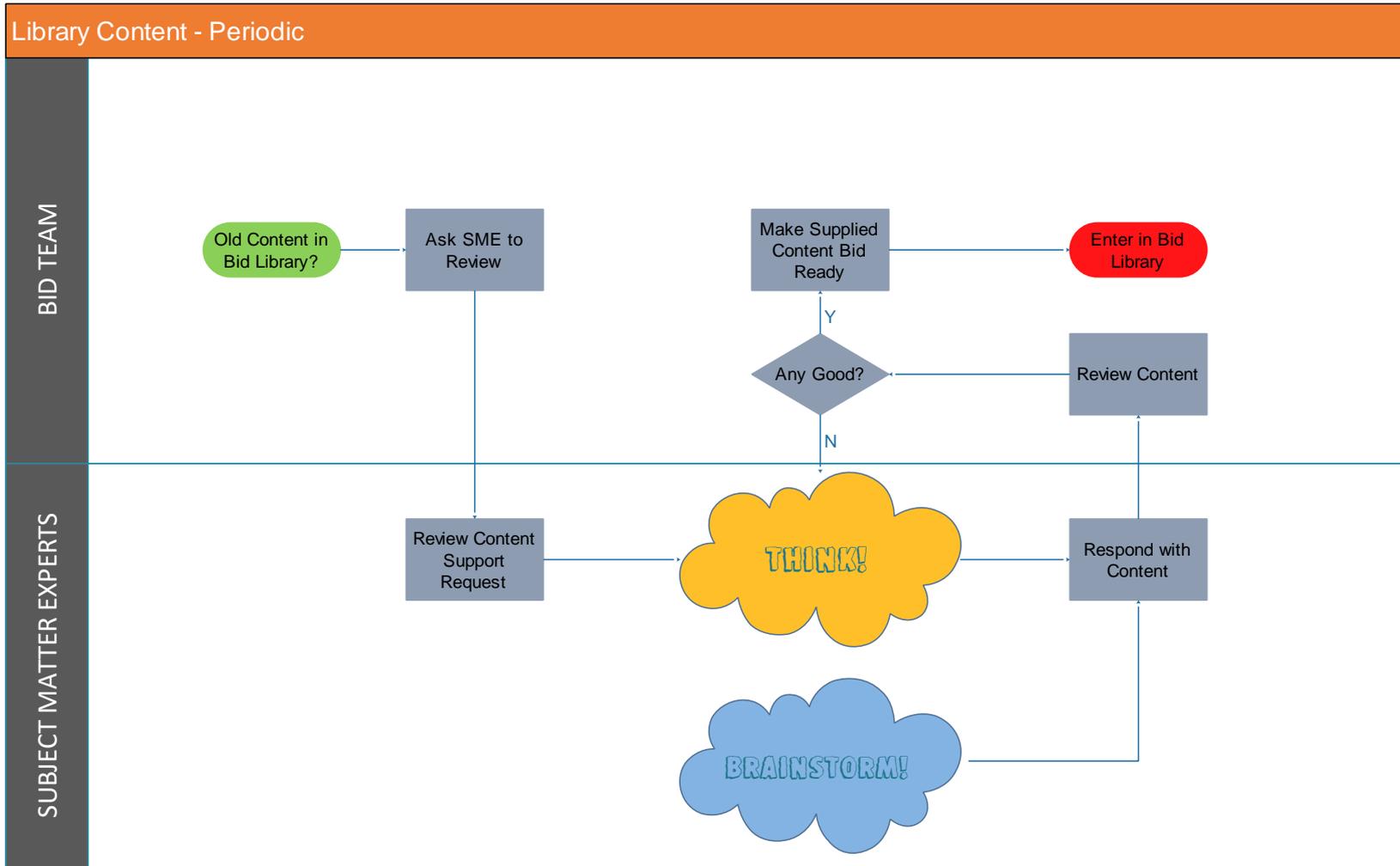
Why bother?

- Fresh ideas for current bids
- Spread the workload
- Reduce Bid Risk – “coal face” experience input avoids over promising but promotes realistic innovation
- Force people to look critically at their own work
- Easing transition to post-win Operational Phase – no shocks
- Company Employee Engagement
- Build up Bid Library of reference content

Ideal Process for Bids



Ideal Process for Bid Library



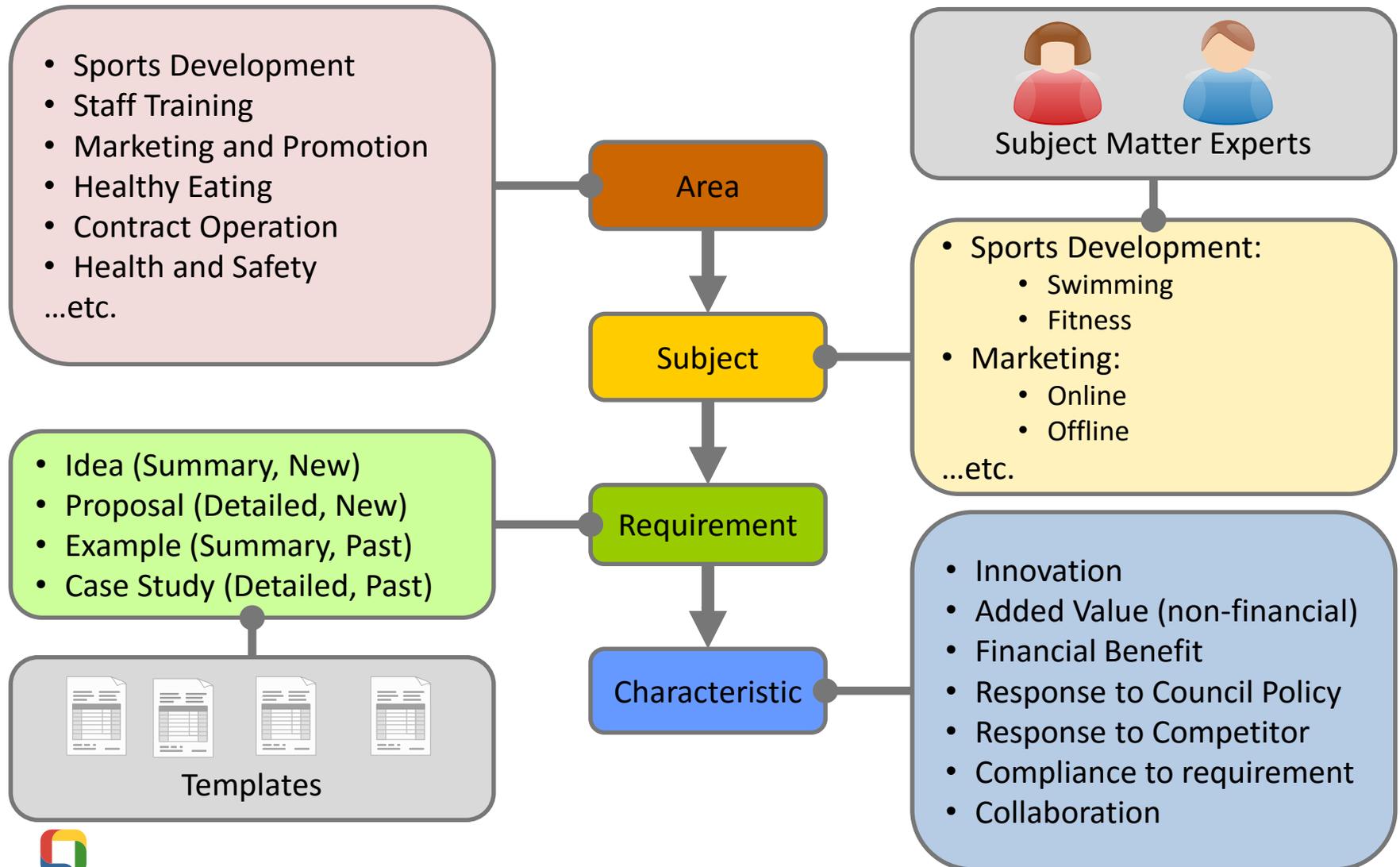
Steps to Opening up the Channels

1. Clearly define what content is needed
2. Get support of senior management of SMEs
3. Identify potential SMEs
 - Evaluate potential
 - Understand restrictions
 - Choose SMEs
4. Agree expectations
 - What you want from them
 - What they need from you
5. Build a process that supports expectations
6. Train
 - How to think (5 “Whys”, 5 “Ws”, etc)
 - How to respond

Case Study – Sports Facilities Mgt. Co.

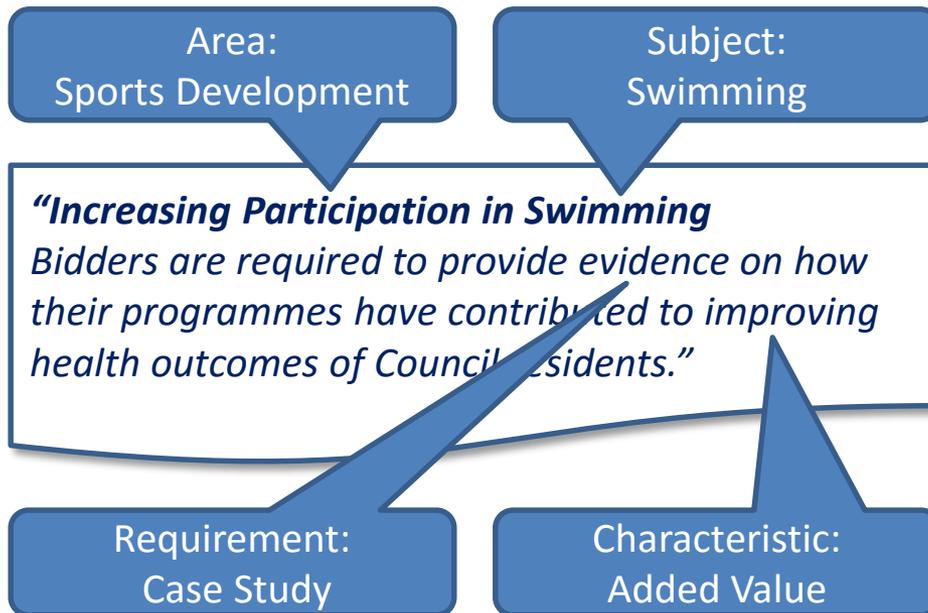
- Bid Environment Review had identified that Bids content had become “stale”
- No time to solicit new input from other people
- Even when they did quality of contributions was “not worth the bother”
 - Late
 - Incomplete e.g. missing evidence
 - Inconsistent in format
 - Not appropriate for what was needed
- Result- wider input sought only as a last resort

Defining the hierarchy of content



Content Requirement

Council ITT Question:



Hence need a Case Study showing Added Value from the Swimming SME

1. Form is filled out by Bid Team, supplying Bid Summary Document as background information as required
2. Form is emailed to the appropriate SME
3. SME fills out the form to provide main points and returns it to Bid Team
4. Bid team fleshes out content as required and puts in Bid
5. Content is put forward for inclusion in Bid Library

Case Study Support Request

Area: *E.g. Swimming.* **Topic:** *E.g. Programming.*

Requested by: *Please choose.* **Subject Matter Expert:** *Enter SME name.*

Bid title: *E.g. Exmore County Council.* **Please respond by:** *Enter a date.*

Scenario:

Background:

Please provide the context of this support request that the SME should consider when responding with content.

Council's question to be answered:

What is the wording of the question in the ITT?

Key points that case study needs to tackle:

List the key elements of the question that the response below needs to have.

Your response:

Thinking of the Council's question above, and taking into consideration the background of the question, what are we currently doing or what have we done in the past that demonstrates the key points that are listed?

Summary: *Please give a short description of what we have done. Please mention the Council and site.*

Enter your response here.

Business Challenge: *What were the circumstances for the council and ourselves that led us to do this action or initiative? What goal were we and they trying to achieve? What problem were we or they trying to solve?*

Enter your response here.

Action: *Describe the action or initiative that we did in response to the above challenge. What did we do?*

Enter your response here.

Results: *What were the results of the action? As much as possible try and include specific facts and numbers that clearly indicate the results. Copy/Paste in photos or PDFs if that helps.*

Enter your response here.

Benefits achieved: *How did the results meet the wider objectives that the council were trying to achieve?*

Enter your response here.

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Results

- Bid team now consistently involving SMEs when new content is required
- SMEs are able to provide usable content without investing a lot of time
- SMEs enjoying being able to contribute to innovation
- Workload more evenly distributed both in terms of people and timing
- Bid Library is being filled with quality content

Changing “No” to “No problem”

- Taking time to step back and think will help them in their day-to day-work
- Explain that input now avoids pain later!

It's not my job!

I don't have the time

- Get Snr Management to give them time
- Contact them at with enough notice but not too far ahead
- Give them just the background information they need and no more

I don't know how!

- Develop a simple system to ask for what you need and for them to respond
- Train the SME how to respond

I already have!

- Use your library



I don't want to!

- Less common than you might think!
- Incentivise (Doesn't mean pay them more money!)
- Management Recognition
- Personal development opportunity
- Inform them on progress
- Celebrate success stories
- Thank them

Keys

- Define what content you need as tightly as possible
- Get the SMEs on board and willing to contribute – easier than you might think!
- Build a simple process using templates to request content from SMEs, prompt the right thinking, and respond as easily as possible
- Integrate your Bid Library so the best use is made of SME input
- Don't just do it for a specific bid- also periodically have brainstorming sessions (e.g. every 3 months) to keep innovation as a company culture



Learn - Challenge - Innovate

HONING THE EDGE

13th ANNUAL CONFERENCE 2015