

# eUpdate on the Business Development Capability Maturity Model\*

## February BD-CMM Leadership Conference Announced

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APMP and Shipley Associates are moving toward release of the Business Development Capability Maturity Model (BD-CMM)<sup>1</sup> into the public domain within the next 45–60 days. In conjunction with this official launch of the model, the two organizations are collaborating on a first-ever “BD-CMM Leadership Conference.”

The conference is intended to showcase early adopters of the BD-CMM as a means to share their early experiences, help you gain a

better understanding of how to implement the model, and learn about resources now available to support users in using the model. The event will be held February 6–7, 2004 at the Little America Hotel in downtown Salt Lake City, Utah. Details will be available early in December, but it’s not too early to plan to attend.

The conference agenda is currently being defined. The program will include an introduction to the Business Development Institute, the new entity being established to “own” the BD-CMM, certify appraisers, conduct formal appraisals, and perform benchmarking around the model. We also expect to have international speakers in the area of CMM and CMMI implementation, quality and productivity improvement, presentations on successful early implementations, and user forums.

In conjunction with the conference, Shipley will offer 4 days of BD-CMM training February 2–5, 2004 at its offices in Farmington, Utah:

■ **“Introduction to BD-CMM”**—a 2-day workshop to gain compe-

tence in the model’s structure, vocabulary, and best practices

- **“Interpretation and Application of the BD-CMM”**—a 1-day program to learn how to implement the model intelligently in your company
- **“Introduction to BD-CMM Self-Assessment”**—a 1-day training session to understand how to plan and manage BD-CMM self-assessments

A free shuttle will provide transportation from the Little America Hotel to the training facility.

Watch the APMP and Shipley websites ([www.apmp.org](http://www.apmp.org) and [www.shipleywins.com](http://www.shipleywins.com)) for details on both the conference and the pre-conference training programs.

Or email:

[BD-CMM@shipleywins.com](mailto:BD-CMM@shipleywins.com) to ask questions and be put on the list to receive detailed information as soon as it is available. ■

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