

Comprehensive Knowledge Business Development Profession

The Business Development Institute International (BD-Institute), in collaboration with APMP and other BD-related professional societies, will create a body of knowledge for the business development profession. This repository will be known as the **BD-KnowledgeBase™**.

The BD-KnowledgeBase will identify practices, process elements, and tools that are generally recognized as key practices and hallmarks of the business development discipline.

The full BD-KnowledgeBase will include elements from both proven traditional practices, which are widely applied, as well as knowledge of innovative and advanced practices, which may have more limited or targeted use.

The BD-KnowledgeBase will provide:

- Managed resource for the key practices within the business development profession
- Foundation of facts and compe-

tencies for certification and accreditation

- Reference guide with practical applications for the BD-CMM model

The target date for the baseline edition of the BD-KnowledgeBase is the first quarter of 2007. This “jump-start” version will be built from sources readily available to members of APMP and the BD-Institute. A list of these sources include:

- *Journal of the Association of Proposal Management Professionals*
- *APMP Perspective* e-magazine
- Annual Conference presentations
- Regional Conference presentations
- International Conference presentations
- BD-Institute Leadership Conference presentations
- BD-Institute workshops.
- Material submitted for review by members

Initially, candidate information included in the BD-KnowledgeBase must meet three criteria. It must:

1. Be considered useful to APMP members and other BD professionals
2. Represent and support BD-CMM key practices
3. Complement the APMP Certification Syllabus.

We will expand/refine these criteria as we gain experience. A panel of APMP Fellows will review all information before it is approved for inclusion in the BD-KnowledgeBase.

Since the BD-KnowledgeBase will be a repository of key practices, items in it will generally relate to one or more of the following categories of knowledge:

- Examples
- Metrics
- Administration
- Technology and infrastructure

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- Definitions
- Checklists
- Process descriptions
- Skill sets
- Tools
- Guidelines
- Training
- Alternative approaches

Each piece of information will be accompanied by a short abstract. And each key practice will be assigned metatags, key words, and indexes to facilitate access and

searches. Metatags for each of the following classes of content will be included:

- BD-CMM Key Process Area (KPA) and Level
- BD-CMM Common Factor
- Business Development Process Phase (eight generally accepted phases)
- Industry Codes
- Market Identification
- Geographic Identifier
- Category of Knowledge

- Competencies from APMP Proposal Manager Certification

- Tailoring Criteria

- Key words

For more information or to participate, contact:

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Acquisition Life Cycles... Continued from page 1.

Members of the Task Force

have already gained insight to “the other side,” and this open dialogue between industry and government members has been enlightening. We look forward to sharing our findings, so we will present the results of this Task Force project at the Annual Conference in Savannah, Georgia in May. Then, mid-2007, we will move to the second part of this task force activity—identifying where we can improve upon the current process by creating more opportunities for government/Industry interaction

throughout the entire procurement life cycle.

We have a good mix of people working on this task force who know government and industry acquisition life cycles. The group includes:

- Holly Andrews, T3W Business Solutions
- Jerry Baker, Raytheon Technical Services Company
- Bill Buzzell, Dayton Aerospace
- Kristin Dufrene, CACI
- Wendy Frieman, Horne International
- Dan Fulmer, Wright Patterson AFB

- Alan Goldberg, NAVAIR

- Bob Kayuha, Dayton Aerospace

- Ed Martin, Wright Patterson AFB

- Chip Mather, Acquisition Solutions, Inc.

- Jessica Morgenstern, General Dynamics AIS

- Dana Spears, Northrop Grumman Corporation

- Steve Stryker, Steve Stryker Associates

- Mike Weinberger, Pearson Analytic Solutions, Inc.

If you are interested in participating, please contact me at:

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