



# BRPO

**NEW ORLEANS**

A decorative banner with a dark blue background and a purple border. It features a gold trumpet on the right side, a fleur-de-lis at the bottom right, and a row of colorful beads (purple, yellow, green) along the bottom edge. The text 'NEW ORLEANS' is written in a bold, white, sans-serif font across the center of the banner.

June 2nd - 5th, 2024



New Orleans, US



# **Burnout is Preventable with Better Bidding!**

**Marcia Watson, President & Co-Founder  
Bullard, Thomas, Watson & Company (BTW & Co.)**

Monday, June 3rd  
3:30 PM - 4:15 PM  
Salon F - H

## Marcia Watson, President & Co-Founder, BTW & Co.

- Developed a passion for proposal management during early career at General Dynamics Information Technology.
- True calling is supporting small disadvantaged businesses (SDBs), especially Native Entity-Owned organizations.
- Exceptional leader in the fields of business development and proposal operations, with a 15-year history of nurturing collaborative relationships between executive leadership, business development teams, and operations support functions.
- Contributes to corporate-wide initiatives for growth strategies to evolve from within the organization.
- Established Proposal Operations as a critical function within a rapidly-growing \$2B organization, building a multifunctional matrixed team to support and scale BD initiatives across 30 individual LLC companies.

# Takeaways

- **Cross-collaboration between all contributors to increase readiness**
- **Defined expectations, understanding of, and respect for each other**
- **Self-advocacy in work and personal relationships**
- **Embrace change with optimism and dedication**

# Better Bidding through Readiness

- A collaborative team is not only ready to bid, they are also ready to win and they will be ready and execute upon award.

It's ours to Win!

**PRE RFP:**

We know it.... Let's **SHOW** it!

**AWARD:**

We knew it.... Let's **DO** it!

## Ready to Bid = Ready to Win

- Winning is not about likelihood anymore than it is about luck.
- Winning comes from being prepared.



# Ready to Bid = Ready to Win

- What if we considered R-win? The *READINESS* factor... Is the company ready to bid?
- RWin is objective (based on facts)
- How does a company cultivate readiness across the entire organization?
- The answer lies in a **three-pronged approach**:
  - Fostering a **winning culture**
  - Establishing **scalable growth teams**
  - **Maximize collaboration** in everything we do.
- **When your company has the right “R-win” the organization celebrates each win as “Our Win!”**



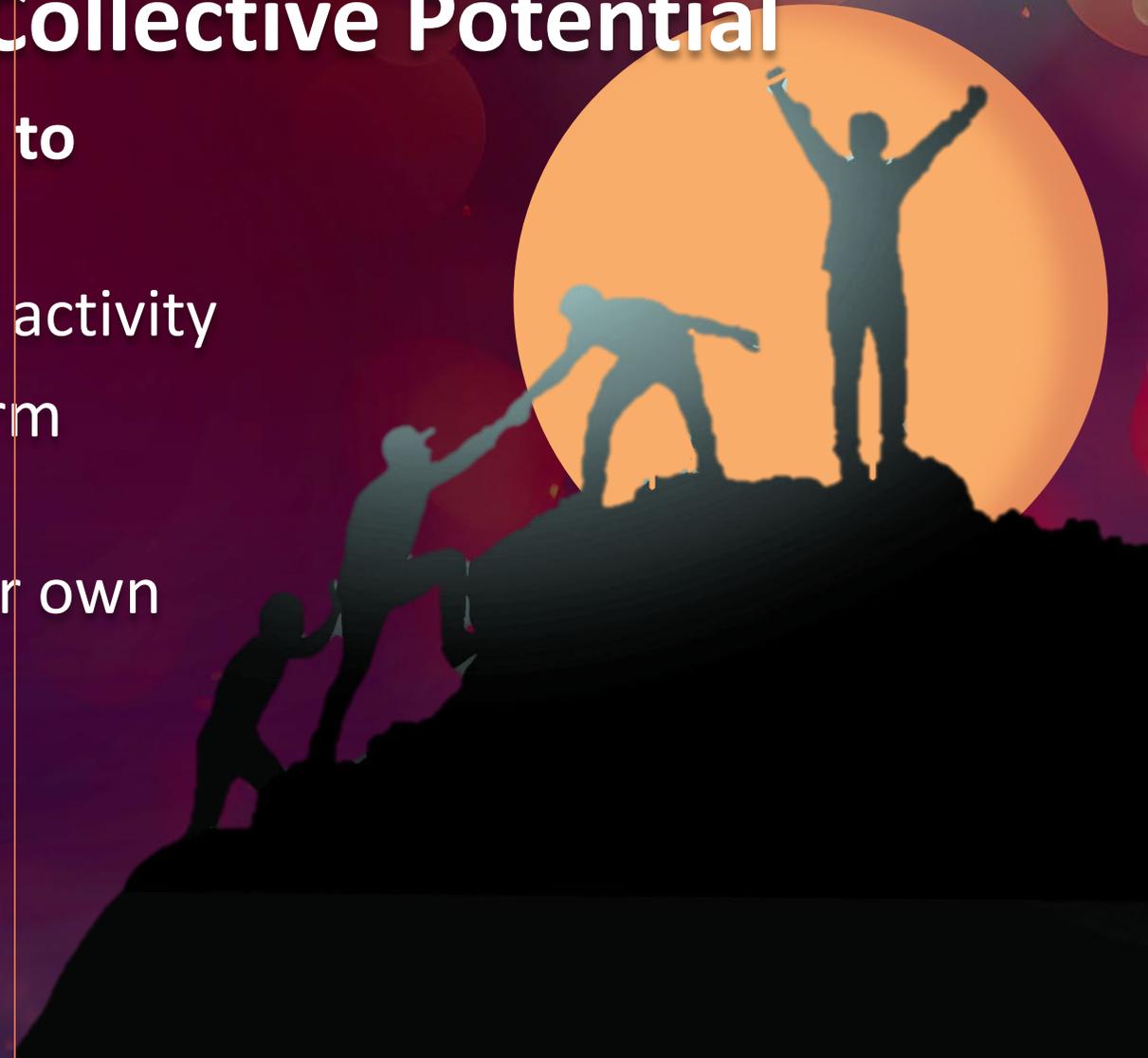
# A Culture of Winners

- Encourages collaboration and innovation
- Celebrates successes
- Understands each other's role
- Pushes each other to improve



# Scalable Growth leads to Collective Potential

- A sustainable growth strategy leads to consistent winning.
- Build a growth mindset within every activity
- Position short-term wins for long-term success
- Adapt, evolve, and advance into your own competitive advantage



# Collective Potential

**Synergy:** The ability of a group to achieve more together than the sum of individuals

**Collaboration:** The act of working together to achieve a common goal.

**Shared vision:** Emphasizes a common understanding of what the group intends to achieve.

**Diversity:** The inclusion of a variety of perspectives and experiences within the group.

**Social impact:** The positive change that a small group can create for the larger organization.

**Collective action:** The process of working as a group to achieve a specific goal.

**Common ground:** Emphasize finding areas of agreement within the group to build upon.

**Mutual support:** The importance of group members helping each other succeed.

**Empowerment:** Giving individuals within the group the authority and resources to contribute their best.

**Collective intelligence:** The ability of a group to make better decisions than any single member could alone.

# Self Reflection

- **What aspects of your company culture do you appreciate in how it applies to influencing Collective Potential?**
- **How do you emulate that aspect in your work?**
- **How do you see that aspect reflected in your peers and colleagues?**
- **What can you do to influence a broader appreciation of the value of a winning culture?**

# Audience Discussion

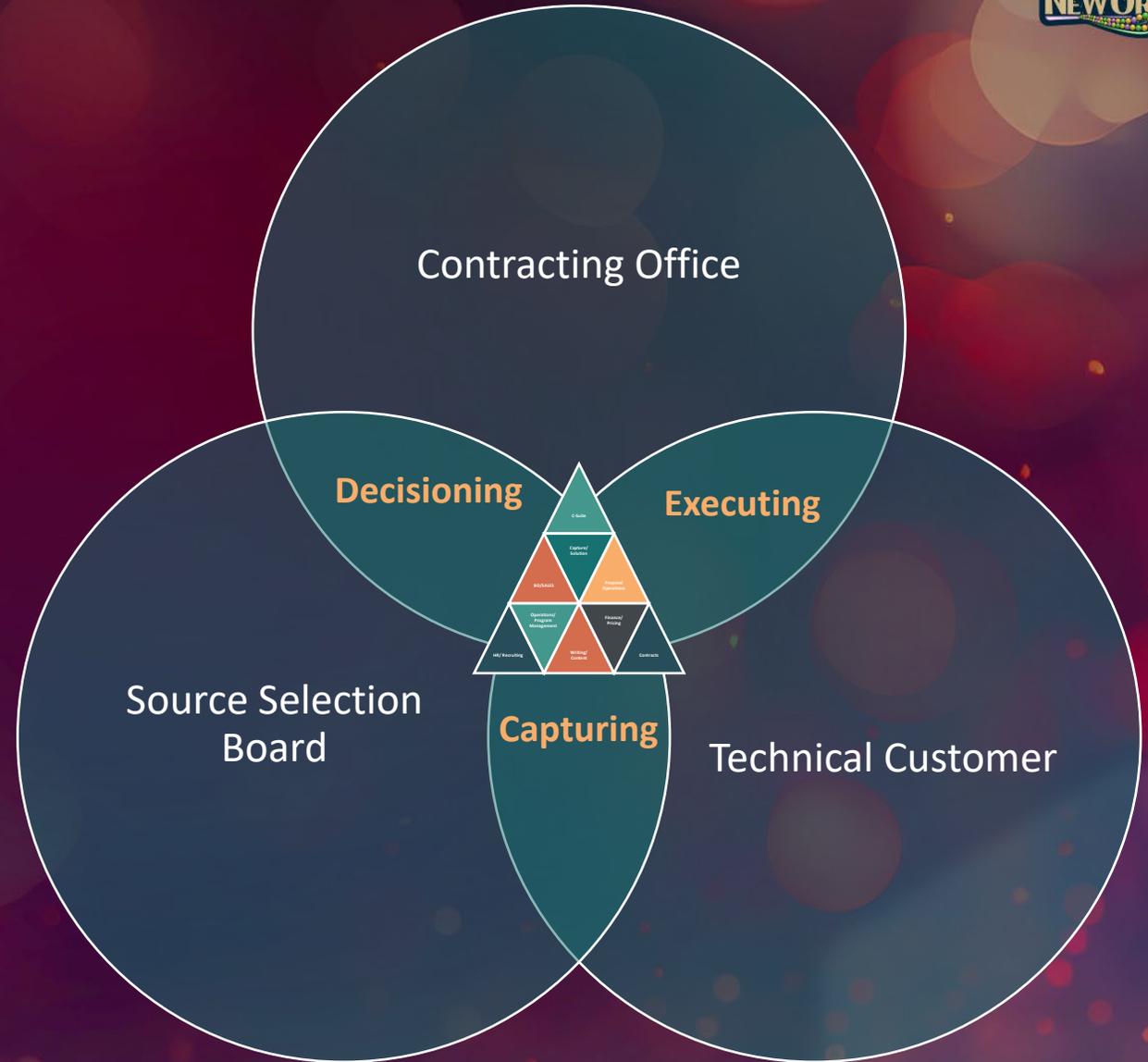
Raise your hand if you've heard any of these

- “We bid almost everything, something is bound to win.”
- “You miss 100% of the shots you don't take.”
- “We can't grow if we don't bid?”
- “We've come too far to stop now.”

and sing it with me

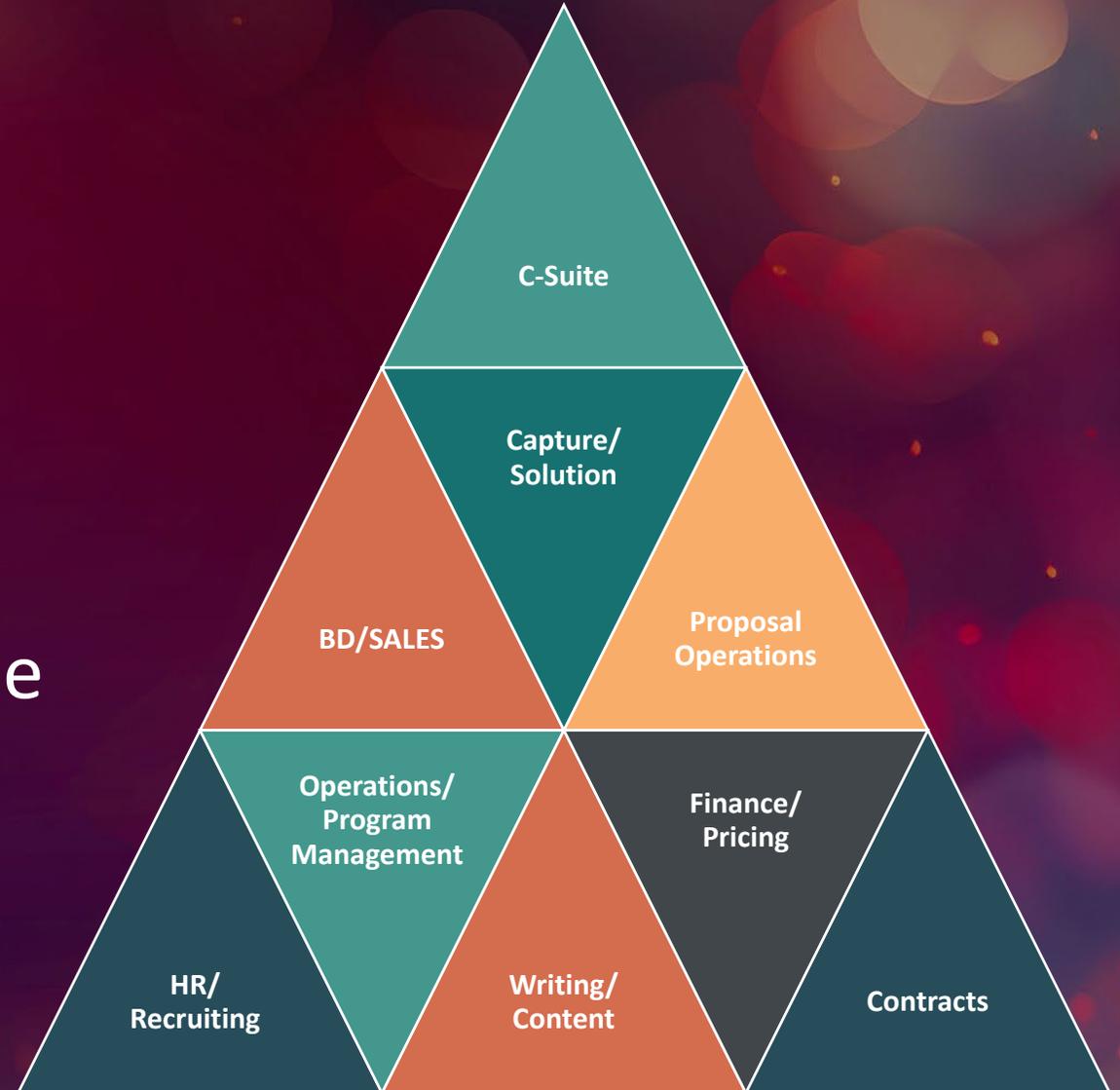
- “This is ours to lose. ”
- How does this type of thinking lead NOT to burnout?

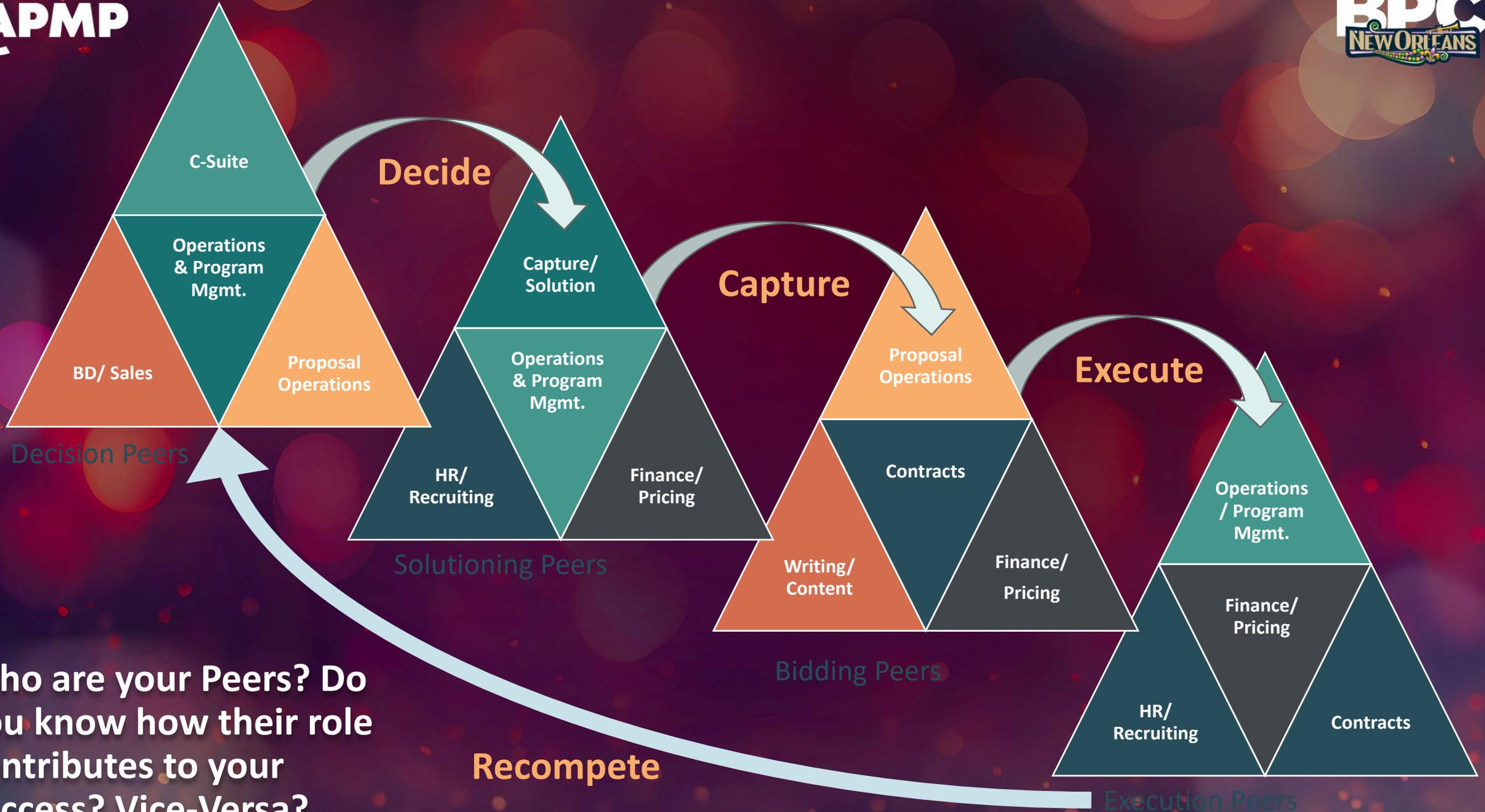
# The Company/ Customer Venn Diagram within the Growth Lifecycle



# The Growth “Peer-amid”

- Peer (noun): one that is of equal standing with another
- Amid (preposition): in, or in the middle of, surrounded by





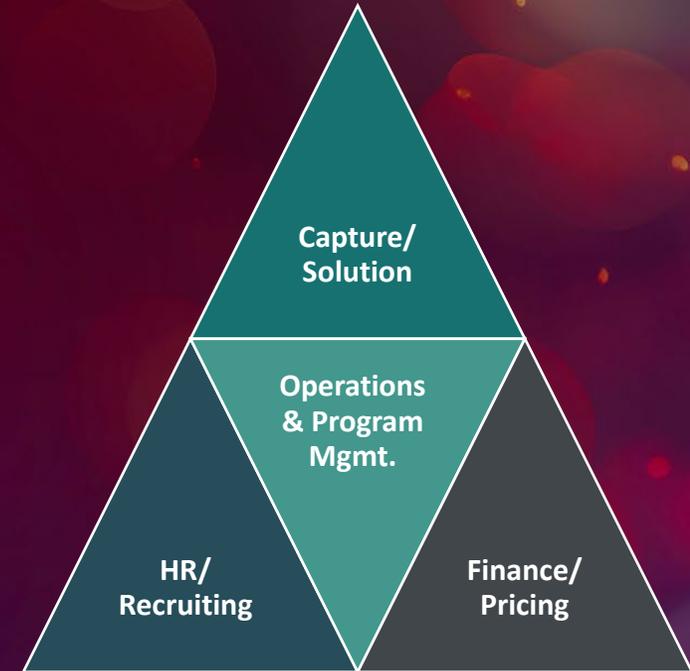
Who are your Peers? Do you know how their role contributes to your success? Vice-Versa?

Recompete

Execution Peers

# “Peer-Amid” Bidding

- Actions are driven by a deep understanding of the customer’s needs
- Solutioning does not fall on the sales team – it's a core value that permeates every department.



It's ours to Win!

**PRE RFP:**

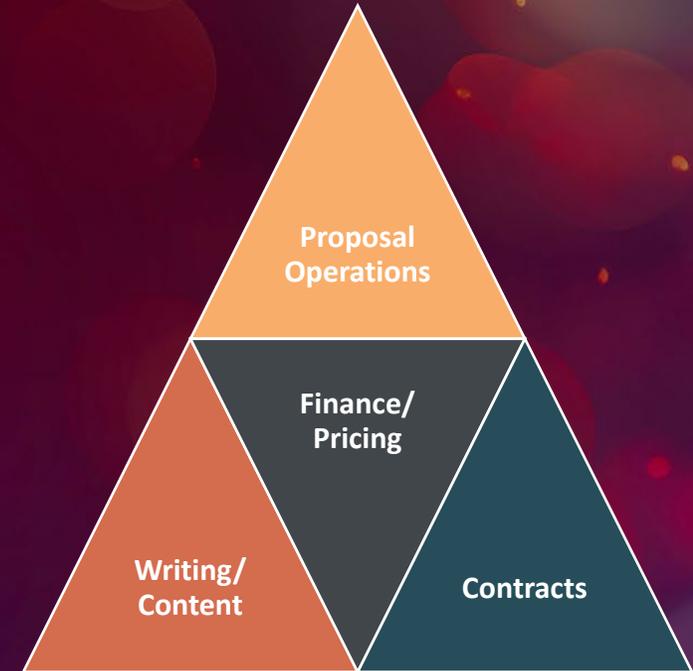
We know it.... Let's SHOW it!

**AWARD:**

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# “Peer-Amid” Bidding

- For new work, the company plans for execution as it drafts its solution, by involving the back office early, looking for risks, assessing pricing strategies, and establishing technical and contractual relationships with the potential client.



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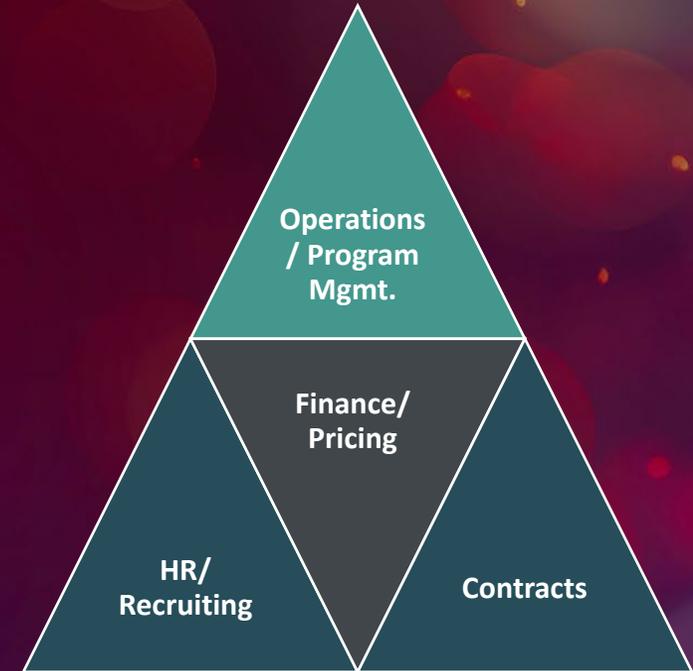
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# “Peer-Amid” Bidding

- For re-competed work, operations collects validated and documented performance metrics for differentiated past performance. The project staff demonstrate technical expertise knowing. The finance and billing teams stay on time and ensure the project stays on budget for CPARs.



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# Self Reflection

- **What aspects of your peer's efforts could you to improve upon? – How can you help your peers understand their role better?**
- **What aspects of your own efforts would you like to improve upon?**
- **What do you want to share with others when you return to work?**



## Contact Me

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