



# Bridge the Growth Gap

A collection of Articles and Essays for  
APMP Bid and Proposal Conference  
2024

We **Bridge the Way** for growth organizations to meet their goals with solutions that are **Built to Win** for sustainable, scalable growth.



## The BTW & Co. Difference

**BULLARD, THOMAS, WATSON & COMPANY, LLC (BTW & Co.)** specializes in providing comprehensive growth and proposal consulting to small- and mid-sized Government contractors. Our process-driven approach blends traditional and modern capture and proposal methodologies to meet the needs of today's federal contracting organizations.

Co-founders Maggie Bullard, Theresa Thomas, and Marcia Watson are experts in federal contracting and proposal operations, having led 4,500+ proposals; built high-performing proposal teams; and managed \$5B in contract wins over their 20-year careers.

Our goal is to develop a long-term partnership with our clients, meeting them where they are with tailored support, from refining, scaling, and sustaining corporate growth and proposal operations to providing the full array of talent for top pursuits. In every endeavor, we strive to enhance our clients' capabilities and intellectual property through value-added solutions, templates, and material. Our culture of mentorship balances the inherent demands of our industry with the well-being of every team member.

*Our vision is to support transformative growth through ongoing partnerships with our clients that allows us to better understand and capitalize on their strengths.*

## Benefits of Growth Support with BTW & Co.

Factors	In-house	with BTW & Co.
<b>Time Management</b>	Diverts time from executives' primary roles at the expense of other corporate priorities	Frees leadership to focus on strategic goals and controlling business operations
<b>Scalability</b>	Limited, dependent on staff availability or significant investment in W2 resources; quality is impacted as bid volume increases	High, flexible to change; laser focus on growth activities to increase efficiencies that lead to higher bid quality and volume
<b>Specialized Expertise</b>	Limited to in-house talent, who are often time-constrained by multiple corporate responsibilities	Ability to complement internal talent with trusted practitioners skilled across the business development spectrum
<b>Smart Surge</b>	Challenging to plan in advance and manage during peak periods; higher likelihood of proposal team burnout	Easily managed by BTW & Co. with advanced resource planning and delivery of skilled resources targeted to increasing pWin
<b>Flexibility</b>	Limited, based on the bandwidth of available staff	Highly adaptable to business needs
<b>Long-term Impact</b>	Potential stagnation in growth due to resource limitations and burnout of overwhelmed staff	Potential for scalable growth with higher quality and productivity
<b>Investment</b>	\$500,000+ minimum investment to recruit, interview, onboard, compensate, and manage a full-time, minimally staffed proposal team	A right-sized, low-risk investment providing the required mix of skillsets and experience, to include a dedicated BTW & Co. proposal operations executive and strategic advisor for every engagement

# Our Offerings

---

BTW & Co. is a strategic investment, perfect for businesses with big growth targets and limited resources. With our 20+ talented consultants, led by BTW & Co. proposal operations executives, we provide flexible, scalable support for ongoing growth operations and specific opportunity pursuits. Working in partnership with our clients, we establish and/or refine internal processes and deliver exceptional results as a standard.



## Built to Win™ Solutions

POSITION FOR GROWTH & BUILD A GROWTH MINDSET WITHIN THE COMPANY CULTURE

### GROWTH INFRASTRUCTURE

- Corporate assessment to align bid decision process with growth goals (i.e., Custom Decision Matrices & Gate Review Guidelines)
- Optimized Bid & Proposal budget planning
- Identification and assisted implementation of tools to foster growth and automation, from CRM to SharePoint and Artificial Intelligence
- Data-driven capture and solutioning processes documented as standard operating procedures
- Development or refinement of growth playbooks, knowledge management, proposal response processes, and reuse content

### GROWTH ENABLEMENT

- Specialized pipeline optimization with targeted intelligence gathering to validate bid decisions
- Early-stage opportunity research, data gathering, and pipeline analysis
- Win/Loss Debrief analysis and lessons learned for continuous improvement

### CHANGE MANAGEMENT

- Tailored training, coaching, and mentoring to promote a company-wide growth mindset and build the skills and best practices for any role within the growth lifecycle

---

*BTW & Co. delivers the benefits and impact of a mature capture & proposal organization at a fraction of the cost of internal hires, providing a competitive advantage over similarly situated businesses with insufficient or inexperienced resources.*

---



## Bridge the Way™ Services

MEET YOUR TOP PRIORITIES WHILE ENABLING SCALABLE GROWTH

### FRACTIONAL EXECUTIVE SERVICES

- Fractional Director, VP, or Chief Growth Officer (CGO) for Business Development, Capture, and/or Proposals to lead operational and goal-driven growth
- Ongoing strategic pipeline development assessment, pursuit prioritization, long-term resource planning, and oversight

### CAPTURE AS A SERVICE™ (COaaS™) & PROPOSAL AS A SERVICE™ (POaaS™)

- Dedicated capture/proposal teams right-sized for each client's needs and budget with the skills and expertise to develop, sustain, and scale an efficient growth and proposal organization
- Ongoing support spans pipeline/resource planning; early-stage opportunity development and market research; knowledge management; and process refinement with the ability to surge

### CONTRACT VEHICLE STRATEGY

- Strategic guidance to plan for optimal positioning, preparation, and response strategy
- Post-award support including task order response engine stand-up, compliant templates, resource analysis, and content repositories

### OPPORTUNITY-SPECIFIC SUPPORT

- Full spectrum of capture and proposal talent to support specific opportunities, from qualification to proposal submission
- Surge support/team augmentation or specialized skills for peak periods or complex bids

## Contact Us

---



[info@btwandco.com](mailto:info@btwandco.com)



[www.btwandco.com](http://www.btwandco.com)

[linkedin.com/company/btwandco](https://www.linkedin.com/company/btwandco)





## ***The Collaborative Pathway to Success***

---

**WinPath™** is an adaptable BuiltToWin™ product that maps and streamlines BTW & Co.'s tailorable growth lifecycle, providing an easily navigated a ***pathway to success***

### Understanding the Growth Journey:

- **Optimize Your Built-to-Win Strategy:** WinPath empowers teams to execute a winning growth strategy.
- **Map Your Growth Lifecycle:** Break down the growth pathway into clear stages with defined goals and milestones
- **Define Roles & Responsibilities:** Understand how different roles within the company contribute to growth initiatives
- **Visualize Success:** Create a visual roadmap for growth journey using WinPath's tools

### Mastering WinPath's Functionality:

- **Effortlessly Calculate & Track Resources:** Use WinPath's calculators for budgeting and resource allocation
- **Manage Timelines & Action Items:** Set realistic timelines and manage action items with WinPath
- **Leverage Data-Driven Decision Making:** Use WinPath's scorecards and other tools to track progress and make informed decisions.

### Building a Winning Team:

- **Foster Collaboration:** WinPath facilitates communication and collaboration between team members working towards shared goals
- **Align Team Efforts:** Ensure everyone is working towards the same objectives within the defined growth path
- **Improve Accountability & Transparency:** WinPath's tools promote accountability and transparency within the team

**WinPath™** maps and streamlines a tailorable growth lifecycle, providing an easily navigated **pathway to success**. The WinPath lifecycle consists of 8 stages that build upon each other, leading to Contract Win. The Stages can be tailored to fit the company's gate schedule preferences.

- **Stage 1** Assess and Confirm Lead (Can we do the work?)
- **Stage 2** Evaluate and Evolve Options (Do we want to do the work?)
- **Stage 3** Collect Intel and Qualification Analysis (Will we be able to do the work?)
- **Stage 4** Define and Decide Solution Approach (Will we be prepared to write a proposal?)
- **Stage 5** Prepare to Propose (Are we able to WIN the work?)
- **Stage 6** Commit, Comply, and Complete (Proposal Development)
- **Stage 7** Clarifications, Discussions, Evaluation Notices (Negotiations)
- **Stage 8** Prepare and Plan to Execute

BTW & Co.'s WinPath™ product contains these navigators:

- **Complexity Guide:** Calculator to assess the complexity of the bid against a defined list of criteria to guide the prioritization of actions and resources along the Pathway
- **Scorecard Tracker:** Uses progressively increasing qualifiers based on strategic pWin influencers to identify the completeness and readiness of each WinPath™ Stage to result in a Go/No-Go decision to proceed to the next stage along the Pathway.
- **Pathway:** A complete mapping of the WinPath™ by Major Processes and Action Steps, Roles & Responsibilities, and a Milestone Timeline within each stage along the Pathway.
- **Cost Compass:** A Bid & Proposal (B&P) budget calculator based on roles and labor hours required to support the bid at each stage
- **Labor Map:** A crosswalk of available resources by Job Title, aligned to potential Roles that the resource may fulfill, based on skill and availability.

### WinPath™ Rwin Influencers

Winning is not about likelihood anymore than it is about luck. Winning comes from being prepared. We're all familiar with Pwin. It is the probability that the company could win the bid. In most companies, it is subjective (based on perspective) when it comes to winning, if it is even considered at all, and it's usually tied to calculating revenue. What if we considered R-win? The **READINESS** factor... Is the company ready to bid?

BTW & Co.'s WinPath™ readiness factor (Rwin)) influencers consider the following:

Internal Influencers		External Influencers	
<b>Company Growth</b>	<ul style="list-style-type: none"> <li>Is it a fit? Is there a conflict of interest (now or in the future)?</li> <li>Do we need to invest to win?</li> <li>Will we be able to execute?</li> </ul>	<b>Competition</b>	<ul style="list-style-type: none"> <li>Does our solution fit?</li> <li>Will we score better than competition?</li> <li>Will our proposal stand out?</li> </ul>
<b>Content Development</b>	<ul style="list-style-type: none"> <li>Can we get a head start?</li> <li>Is our solution validated?</li> <li>Has our strategy been approved by leadership?</li> <li>Do we have differentiators?</li> <li>Will we have a high-quality proposal?</li> </ul>	<b>Customer Relationship</b>	<ul style="list-style-type: none"> <li>Do we have interaction with the customer?</li> <li>Do they have a good impression of us? Do we know their acquisition approach?</li> <li>Can we overcome risks?</li> <li>Are we offering best value?</li> </ul>
<b>Past Performance</b>	<ul style="list-style-type: none"> <li>Are the references (company + team) same/similar size, scope, complexity?</li> <li>Are the references from high-performing contracts?</li> </ul>	<b>Pricing</b>	<ul style="list-style-type: none"> <li>Is the project funded?</li> <li>Have we measured the Price to compete (competitive range), Price to Win (Lowest reasonable price for award) and Price to Execute (lowest reasonable price to successfully and profitably execute)?</li> </ul>
<b>Resourcing</b>	<ul style="list-style-type: none"> <li>Are all stakeholders and resources committed, prioritized, and available?</li> <li>Will we receive quality Color Review feedback?</li> </ul>	<b>Teaming</b>	<ul style="list-style-type: none"> <li>Can we meet subcontracting thresholds?</li> <li>Is 100% of scope covered by the team?</li> <li>Can we out-seat an incumbent?</li> </ul>

**ARE YOU READY TO:**

- Establish or refine scalable business development, capture, and proposal operations best practices?
- Train sales and/or operational personnel for a growth-oriented mindset?
- Collect or assess business intelligence against corporate growth goals?
- Secure in-demand capture and proposal expertise to execute effective win strategies?

**The BTW & Co. Difference**

Empowering your teams with the right data can help your business maximize its potential. Because BTW & Co.'s founders know first-hand the intrinsic complexities of best practice bidding, we collaborate with you to modify our WinPath to enable better choices in bidding, targeted toward your current and future growth projections. By analyzing your pipeline against your collected capture data, we help your company to make informed decisions, leading to more wins and greater success for your business.

Reach out to conduct an exploratory call with BTW & Co.

**MARCIA WATSON**  
**PRESIDENT & CO-FOUNDER**  
**BULLARD, THOMAS, WATSON & COMPANY, LLC (BTW & Co.)**  
[mwatson@btwandco.com](mailto:mwatson@btwandco.com)



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



## **About Us**

***BULLARD, THOMAS, WATSON & COMPANY, LLC (BTW & Co.)*** With our beginnings as proposal managers, we are keenly aware of the impact of upstream business development and capture activities (or lack thereof) on the final proposal, and ultimately, on the outcome—win or loss. We have also experienced first-hand the effects of burnout on hardworking teams from lack of effective prioritization and reactionary approaches to pursuing work.

Thus, we have dedicated our careers to building and scaling growth and proposal operations that increase efficiency. Our approach to implementing process maturity across the entire lifecycle fosters an enduring growth culture.

***About the Author:*** Marcia is an exceptional leader in the fields of business development and proposal operations. She has a 15-year history of nurturing collaborative relationships between executive leadership, business development teams, and operations support functions. Her contributions to corporate-wide initiatives have been invaluable for growth strategies to evolve from within the organization. Her guidance has helped develop and reinforce tailored and task-appropriate opportunity development processes. She is an inspiration to many and has set a high standard for leadership.

## Better Bidding through Readiness

We all dream of that winning feeling, –But how often do we feel we, as proposal professionals, “got lucky” or “won in spite” or “lucked out”? How many times do you hear “This is ours to lose.”? (and how many times does that prophecy self-fulfill?)

Winning feels good, it is motivating, it builds comradery, it instills faith in the company, and it is rewarding to see our efforts truly pay off. How would your job change if most bids were met with “It’s ours to win!” So that when the award notice comes, we say “We knew it, now let’s do it!”?

---

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

---

## Ready to Bid = Ready to Win

Winning is not about likelihood anymore than it is about luck. Winning comes from being prepared. We’re all familiar with Pwin. It is the probability that the company could win the bid. In most companies, it is subjective (based on perspective) when it comes to winning, if it is even considered at all, and it’s usually tied to calculating revenue. 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

Firstly, let’s talk about culture. You cannot win together when teams are siloed, do not understand each other’s roles and contributions, or much worse, when the folks who are heads-down in the bid are afraid to speak up.

Growth teams will win more where collaboration thrives, and innovation is encouraged. Winning teams form when celebrating successes – big or small – becomes the norm. Especially in remote working

environments, we must understand each other’s roles and contributions and push each other to do better, together.

Winning means you have better past performance, better pricing, a better technical approach, better management, better staffing, key personnel, quality control...

The company culture will influence the growth team’s ability to perform their roles better. Each person working in the company influences its ability to win more work.

The company culture should encourage each department (i.e., operations, pricing, contracts, finance, HR, recruiting, etc.) to influence the ability to provide a better solution. Each department’s best practices should be reflected in the proposal, validated by past performance, and justified in the price. That’s better bidding.

**Scalable Growth leads to Collective Potential**

Let’s shift our focus from one-bid-at-a-time planning and the occasional “got lucky” win to a **sustainable growth strategy that leads to consistent winning**.

We know that winning can be orchestrated as much as it can be happenstance. By building a growth mindset within every department of the organization, we position ourselves not just for short-term wins, but for long-term success. We celebrate each other’s victories and learn each other’s lessons.

Growth Teams that can adapt, evolve, and propel companies forward are a competitive advantage in themselves – even as the market landscape changes as fast as the daily headlines.

Culture breeds champions – and champions know how to win.

When the culture starts with open communication, constructive feedback, and a genuine belief in collective potential, scalable growth forms from each individual knowing their contribution to the organization.

Collective Potential: Culture breeds Champions – and Champions know how to Win.	
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.

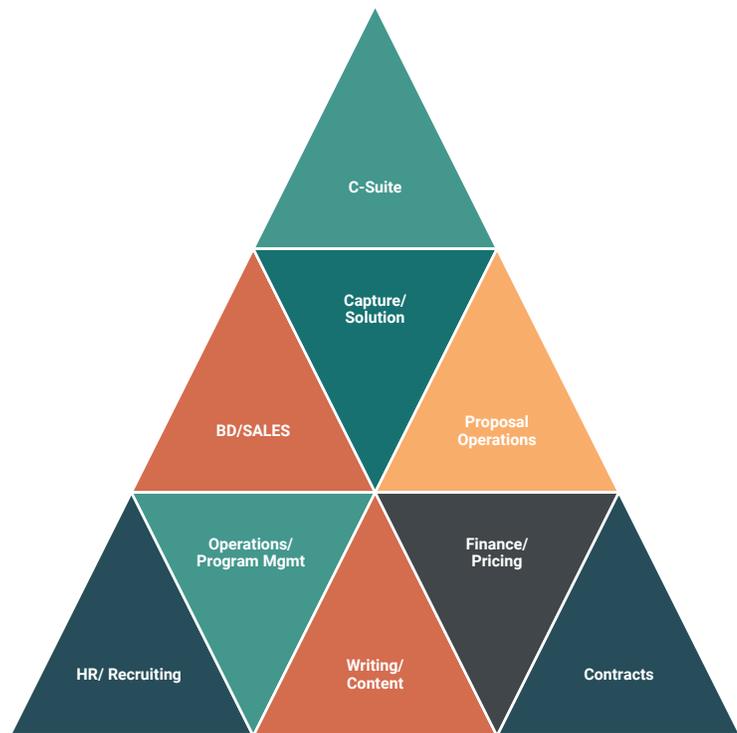
## The Growth “Peer-amid”

*Peer (noun): one that is of equal standing with another*

*Amid (preposition): in, or in the middle of, surrounded by*

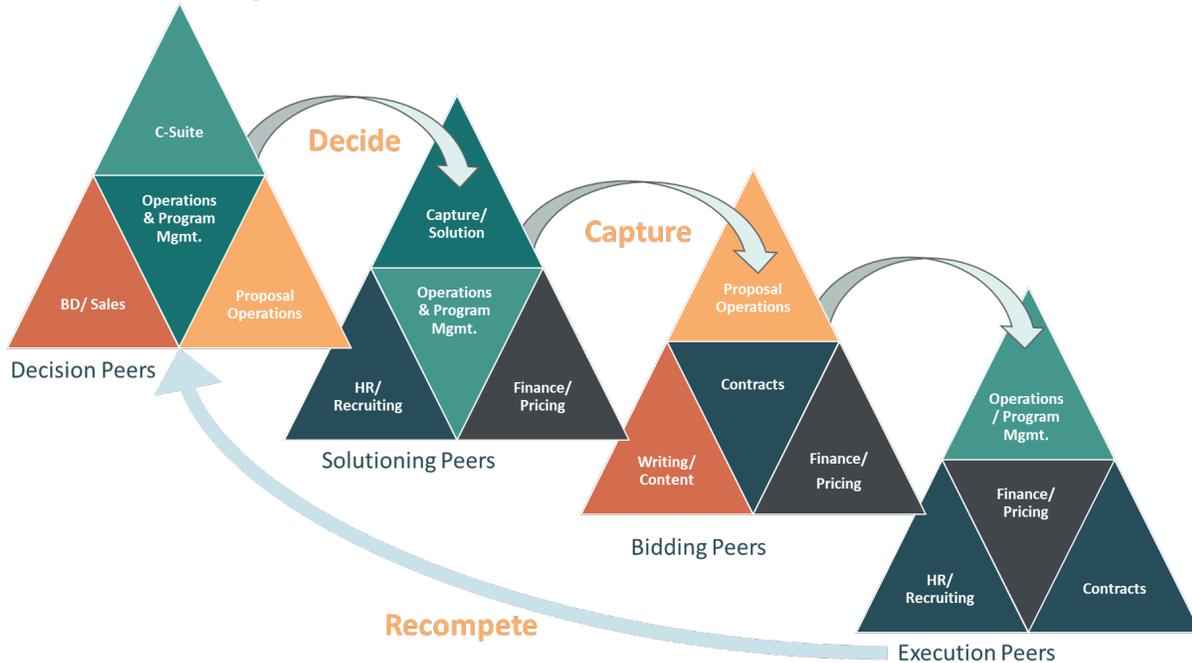
Each role needs to understand where it fits in the overall BD/Capture/Proposal lifecycle and their place in what I’m calling the “Growth Peer-Amid.” We should begin by eliminating our excuses and owning up to our accountability. When we know where we fit the process, we do our work more efficiently. We reduce burnout when we understand how our actions and assignments, when completed timely and accurately make the job easier for the next teammate in the workflow. We need to work hard but not to the point of self-sacrifice, we lean on our peers to perform well, too.

Every decision, every action, should be driven by a deep understanding of the customer’s needs and desires. But, this doesn’t just fall on the sales team – it’s a core value that permeates every department. Whether it’s the finance team ensuring transparent pricing or the writing team crafting clear value propositions, a customer-centric approach ensures your company delivers solutions that resonate with the customer and reflect the customer’s needs.



**Figure 1 The Growth Peer-Amid.** Embrace accountability to work efficiently across all departments and deliver solutions that resonate with the customer.

## Peer-Amid™ Bidding



**Figure 2 Peer-Amid Bidding.** Solutioning does not fall on the sales team alone – it's a core business growth activity that permeates every department.

In "Peer-Amid" bidding, actions are driven by a deep understanding of the customer's needs. Solutioning does not fall on the sales team alone – it's a core value that permeates every department.

- **Capture/Solution team:** Gathers valuable insights about customer needs and preferences through direct interactions, which they can share with other departments.
- **Finance team:** Provides transparent pricing, they help build trust with customers and support the sales team in their efforts to meet customer needs.
- **HR:** develops onboarding processes for new contract-related employees and coordinates performance management expectations
- **Writing team:** Crafts clear value propositions that resonate with customers and helps in aligning the messaging with customer needs to support the sales team to communicate the strategy.

Regular meetings or workshops involving all these teams can ensure that customer insights are shared, and strategies are aligned to meet customer needs effectively. This collaborative approach can lead to the development of customer-centric solutions and improved customer satisfaction.

For new work, the company plans for execution as it drafts its solution. It involves the back office early, looks for risks, assesses pricing strategies, and establishes technical and contractual relationships with the potential client.

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

### **From Smart Strategy to Sustainable Success**

ARE YOU READY TO:

- Establish or refine scalable business development, capture, and proposal operations best practices?
- Train sales and/or operational personnel for a growth-oriented mindset?
- Collect or assess business intelligence against corporate growth goals?
- Secure in-demand capture and proposal expertise to execute effective win strategies?

### **The BTW & Co. Difference**

From executive-level strategy and process oversight to comprehensive capture and proposal support and Proposal Operations as a Service, BTW & Co.'s *Bridge the Way* services help organizations meet top priorities while enabling scalable growth. Our *Built to Win* solutions include assessments, roadmaps, and toolkits backed by data to inform infrastructure enhancements, with the training and mentoring to build a growth mindset and the competencies required to win.

We work collaboratively as a member of your team to understand your culture and needs, providing evolutionary growth strategy expertise, proposal support services, and organizational change management to support strategic enterprise growth for the long-term.

Reach out to conduct an exploratory call with BTW & Co.

**MARCIA WATSON**  
**PRESIDENT & CO-FOUNDER**  
**BULLARD, THOMAS, WATSON & COMPANY, LLC (BTW & Co.)**  
[mwatson@btwandco.com](mailto:mwatson@btwandco.com)



# AI Implementation Strategies for Federal Contractors



## About Us

**BULLARD, THOMAS, WATSON & COMPANY, LLC (BTW & Co.)** is a woman-owned consultancy of growth strategists, facilitators, and proposal experts passionate about helping government contractors operate more effectively to achieve their growth targets and drive sustainable growth. Our approach to implementing process maturity across the entire lifecycle fosters an enduring growth culture.

BTW & Co's results-focused approach to AI Implementation offers a foundational roadmap to build and implement a winning AI strategy, propelling your growth team to victory. Tailored for all stakeholders – Executive decision-makers; BD, capture, proposal team members; and IT implementation teams – this program provides a plan for success, regardless of the technology selected.

**WANDERLINK CONSULTING:** Rebecca Link is a proposal-veteran and AI explorer who has committed over a decade to industry growth and improvement. She has held the titles of Proposal Writer, Manager, Director, and Orals Coach, and has deep connections in the proposal and generative AI industries which allows her to guide her clients to choosing the best tools and relationships to meet their needs.

## Support offered by BTW & Co. and Wanderlink Consulting

- Exploratory Call
- Platform Suggestions
- Demo Prep and Review
- Tool Analysis/ Comparison
- Platform Training & Adoption

*We also offer Introduction to AI Training & Prompt Engineering*

## AI Implementation Overview

AI implementation in federal contracting can be a powerful tool for sustained growth and increased success. While AI can automate tasks and provide valuable insights, it lacks the human touch and strategic thinking crucial for success. Engaging in discovery, a company can begin to understand AI's capabilities to enhance human performance to prioritize building a strong foundation of best practices. By doing so, federal contractors can leverage the full potential of this technology to maximize their employee's time and attention toward activities that increase the opportunities' win probability, ultimately securing more contracts and achieving their growth goals. With the right tools and knowledge, a winning AI strategy is within reach for U.S. federal contractors. We embrace the power of AI to unlock new opportunities for growth and success.

AI thrives on well-defined, structured data. Companies need a solid foundation of established BD, capture, and proposal management practices to ensure the data AI analyzes is accurate and the results are actionable. By focusing on building a strong process and design-driven growth lifecycle and using AI as a strategic tool, federal contractors can leverage their power to achieve a significant competitive advantage.

## Key Best Practices

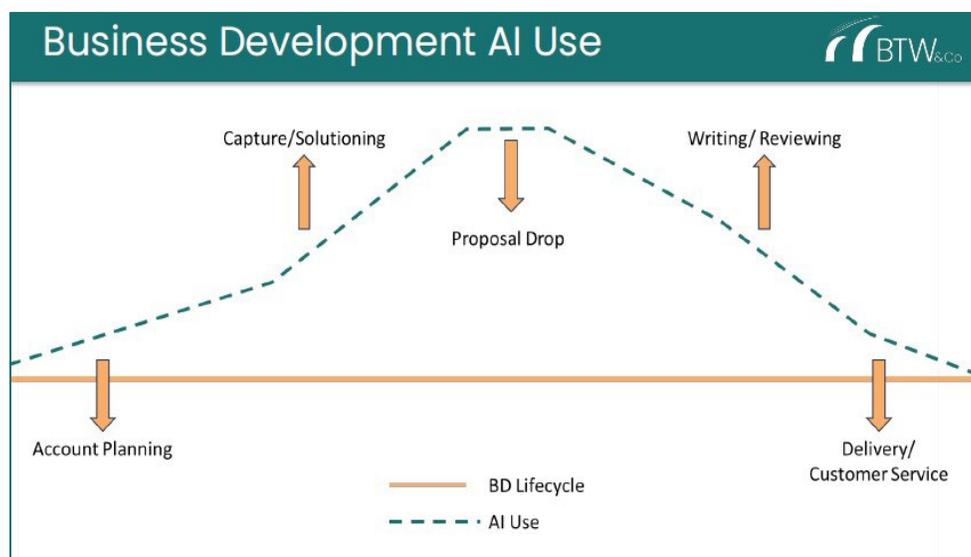
- **Process Optimization:** AI thrives on well-defined processes. Before bringing in AI, we will help you streamline existing BD, capture, and proposal management processes. This will amplify the long-term sustainability of evolving technology.
- **Building Your AI Toolkit:** Learn the foundational element of a robust and impactful AI implementation. We will help you understand your existing BD, capture, and proposal management processes and identify where AI can bring an efficiency advantage.
- **Laying the Technological Foundation:** Gain awareness of essential IT infrastructure considerations to ensure a smooth AI integration. We will evaluate tools for cloud computing, data storage, and security as it applies to your precise focus in Federal contracting.
- **Optimizing Implementation & ROI:** Explore best practices for an economical and timely AI implementation that delivers a significant return on investment. We will guide your company for successful AI implementation and measuring ROI.

- **Expected benefits:** Though many AI tools tout potential improvements in proposal quality, efficiency gains in the BD process, and the competitive advantage AI can provide in securing contracts, your workforce must understand AI's role and its effective use. We will provide training on AI as a tool in the Growth Team's toolkit.
- **Change Management for Seamless Adoption:** Effective change management prepares your organization for a successful AI journey. We will provide strategies for gaining buy-in from stakeholders, managing resistance, and encouraging adoption to maximize the investment.

### Who are the AI Stakeholders

- **Business Development/ Account Management:** Opportunity overviews, capability matrices, Gate Reviews/Bid Decisions, executive briefings, customer-facing material, etc.
- **Capture Managers:** Past performance search & alignment, resume reviews, executive summaries, SWOT, capture plan development, themes, strengths, discriminators, competitive analysis, etc.
- **Solution Architects:** Methodologies and approaches, capability briefs, storyboards, content generation
- **Proposal Team:** Matrices and outlines, evaluation support, writing support, reviewing support
- **Delivery Teams:** CPARS tracking, kudos and accolades, customer notes, KPIs and other metrics, proof points, mission/ contract information

### Takeaways



Artificial Intelligence Application throughout the Business Development Lifecycle

## Sample Prompts:

1. **Proposal Development Checklist:** "Generate a comprehensive checklist for drafting a federal proposal that ensures compliance and meets all evaluator criteria."
2. **Compliance Matrix Builder:** "Create a compliance matrix template that automatically updates based on solicitation requirements."
3. **Executive Summary Drafting:** "Draft an executive summary for a federal proposal that highlights key benefits and aligns with the government's objectives."
4. **SWOT Analysis:** "Conduct a SWOT analysis for a new market we are considering entering with our services."
5. **Competitive Analysis Framework:** "Develop a framework for conducting competitive analysis specific to federal contracts."
6. **Win Theme Generator:** "List potential win themes for a proposal based on the client's strategic goals and past performance."
7. **Pricing Strategy Model:** "Suggest a pricing strategy for a government proposal that balances competitiveness with profitability."
8. **Project Timeline Estimator:** "Estimate a project timeline for a federal proposal process, including all critical milestones."
9. **Risk Assessment Tool:** "Identify and assess potential risks in pursuing a government RFP and suggest mitigation strategies."
10. **Decision Matrix for Bid/No-Bid:** "Create a decision matrix to evaluate whether to bid on a government contract based on set criteria like budget, alignment, and resources."
11. **Team Alignment Workshops:** "Outline a workshop for aligning the proposal team's understanding of the project's goals and evaluation criteria."
12. **Stakeholder Engagement Plan:** "Draft a plan for engaging key stakeholders during the proposal development phase."
13. **Revision and Peer Review Guidelines:** "Set guidelines for the revision and peer review process to ensure the proposal is clear, compelling, and compliant."
14. **Proposal Debrief Analyzer:** "Create a template for analyzing feedback from unsuccessful proposals to improve future submissions."
15. **Efficiency Tracking System:** "Suggest a system or tool to track time spent on various proposal activities to identify areas for process improvement."



## MEET SAMANTHA, YOUR FEDERAL PROPOSAL COORDINATOR GPT:

<https://chat.openai.com/g/g-wi9JwU5rM-federal-proposal-coordinator>

## ARE YOU READY TO:

- Be "Built to Win" with AI in federal contracting
- Prepare for successful AI adoption
- Develop a practical roadmap for implementing AI within your organization
- Craft strategies to maximize the return on your AI investment **Call to Action:**

### The BTW & Co. Difference

From executive-level strategy and process oversight to comprehensive capture and proposal support and Proposal Operations as a Service, BTW & Co.'s Bridge the Way services help organizations meet top priorities while enabling scalable growth. Our Built to Win solutions include assessments, roadmaps, and toolkits backed by data to inform infrastructure enhancements, with the training and mentoring to build a growth mindset and the competencies required to win.

We work collaboratively as a member of your team to understand your culture and needs, providing evolutionary growth strategy expertise, proposal support services, and organizational change management to support strategic enterprise growth for the long-term.

Reach out to conduct an exploratory call with BTW & Co and Wanderlink Consulting.

**MARCIA WATSON**

**PRESIDENT & CO-FOUNDER**

**BULLARD, THOMAS, WATSON & COMPANY, LLC (BTW & Co.)**

[mwatson@btwandco.com](mailto:mwatson@btwandco.com)



# ***Pre-Proposal Planning***

## ***Reach Back Support***

---



### **About Us**

***BULLARD, THOMAS, WATSON & COMPANY, LLC (BTW & Co.)*** The mission of BTW & Co. is to provide impactful, solution-driven support to our clients in their transition from capture to pre-proposal to proposal. Our approach to federal proposal consultancy sets us apart from others in the industry, as we establish a scalable proposal management team “as a service” to BridgeTheWay™ between your company’s capture team and our pre-proposal best practice to execute your capture plan into a winning proposal.

BTW & Co.’s support is both an extension of and complementary to your company's resources. Thus, we align our consultants (i.e., proposal management, graphic artists, technical/general writing, desktop publishing, and/or proposal coordination) with your capture lead for a seamless handoff of responsibilities and a coordinated effort between the two teams.

We have found that offering proposal management aligned to functional roles and paired against a responsibility matrix enables a more efficient proposal development process. This end-to-end solution allows BTW & Co. to provide a comprehensive proposal development experience for our clients as we assist and supplement the bid team to navigate the proposal process smoothly by task, deliverable, and milestone.

We are confident in our team's ability to maximize the turnaround time of any solicitation by engaging our pre-proposal services four-to-six weeks before the anticipated RFP release to execute your capture into proposal planning.

**ARE YOU READY TO:**

- Maximize the Rwin (readiness factor) of your FY25 pipeline
- Execute your capture plan into a winning proposal
- Validate your recompetete strategy

Reach out to conduct an exploratory call with BTW & Co.

**MARCIA WATSON**  
**PRESIDENT & CO-FOUNDER**  
**BULLARD, THOMAS, WATSON & COMPANY, LLC (BTW & Co.)**  
[mwatson@btwandco.com](mailto:mwatson@btwandco.com)

