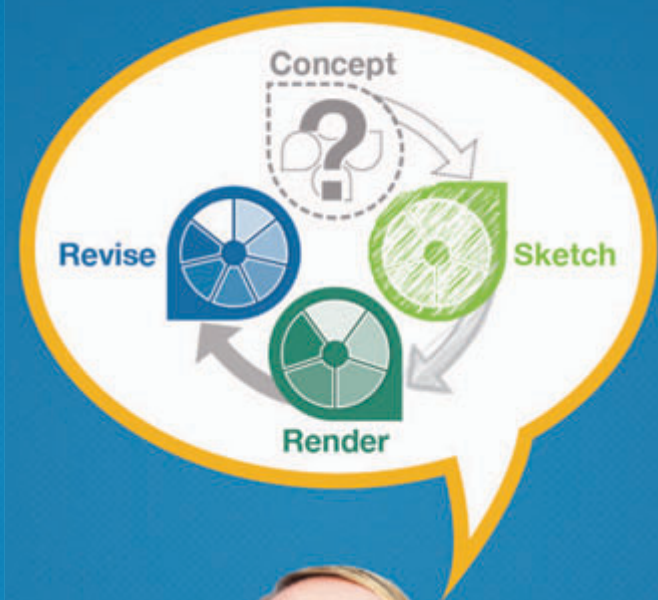


Designing WINNING Proposals

*Presented by:
Mike Parkinson, PPF.APMP
Principal at 24 Hour Company*



24Hour
Company
...design to win



Players Choice

Get to the Point
with Executive
Summaries

The Art of
Persuasion

The “Ss” in Team
(Staffing and
Scheduling)

Get Graphics
FAST!

Managing Maniacs
(How to Work with
Designers)

Picture This!
(Concepting)

Get Buy In...
Graphics Matter

Low Cost
Websites for
Graphic Stuff

Adobe
Tips and Tricks

Executive Summaries



CONCEPTING



DESIGN



DESKTOP
PUBLISHING



TRAINING



INTERACTIVE



MARKETING

Executive Summaries

Know what you want to say (one sentence)

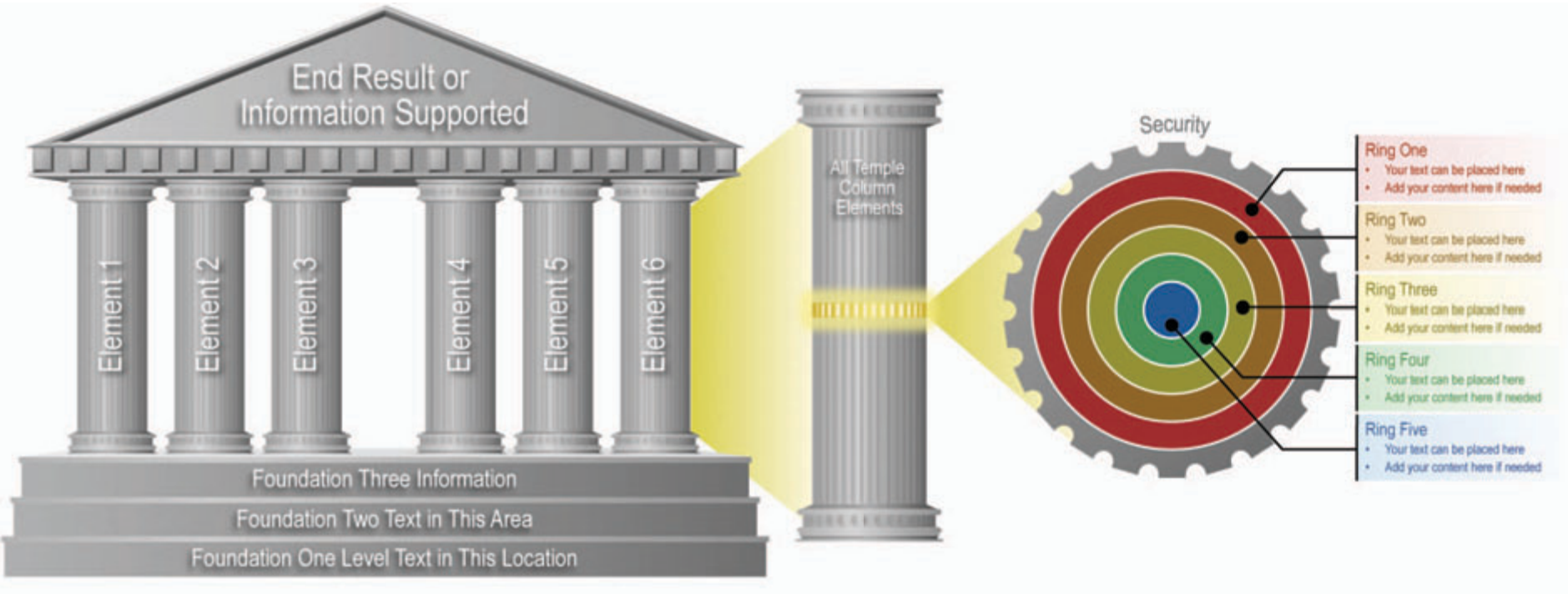
Tell a story

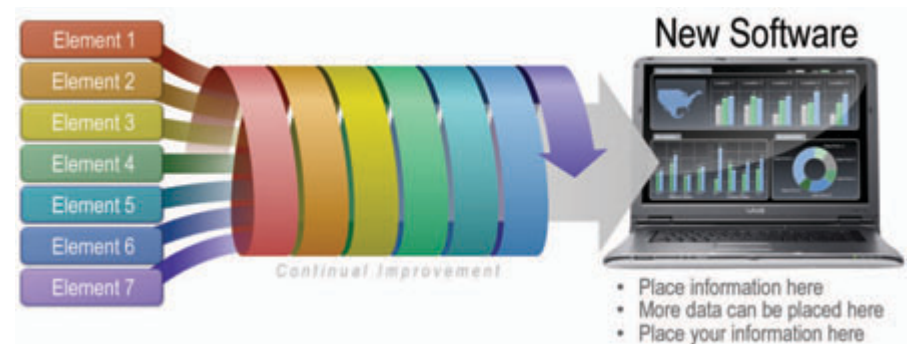
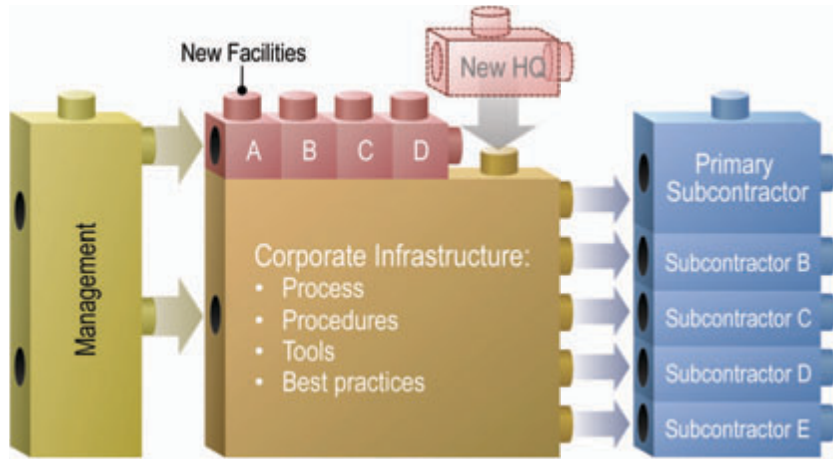
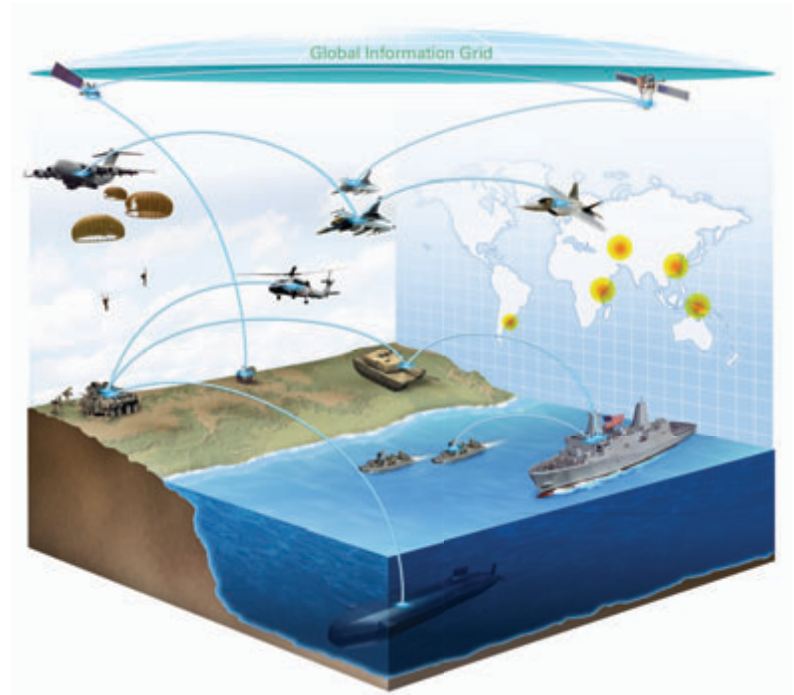
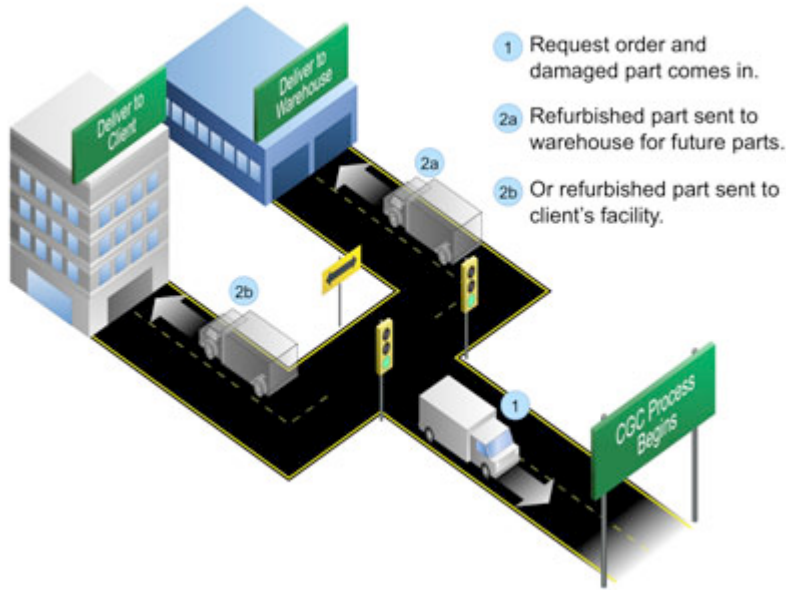
Step up your game

Point out benefits and discriminators

Start and end with the customer

3 types of graphics (ConOps)





Persuasion



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Persuasion

Content

- Maslow's Hierarchy of Needs
- Fear and Greed
- Familiarity
- Positive Images
- Negative Images

Aesthetic

- Aesthetically Appealing
- Color
- Shapes and Lines
- Visual Noise
- Balance and Symmetry
- Font
- Consistency

Persuasion: Maslow

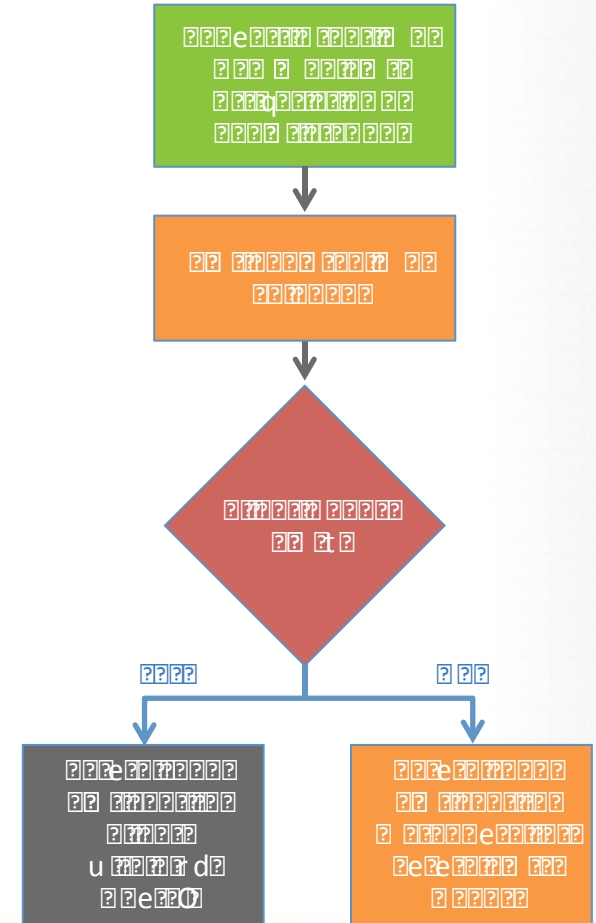
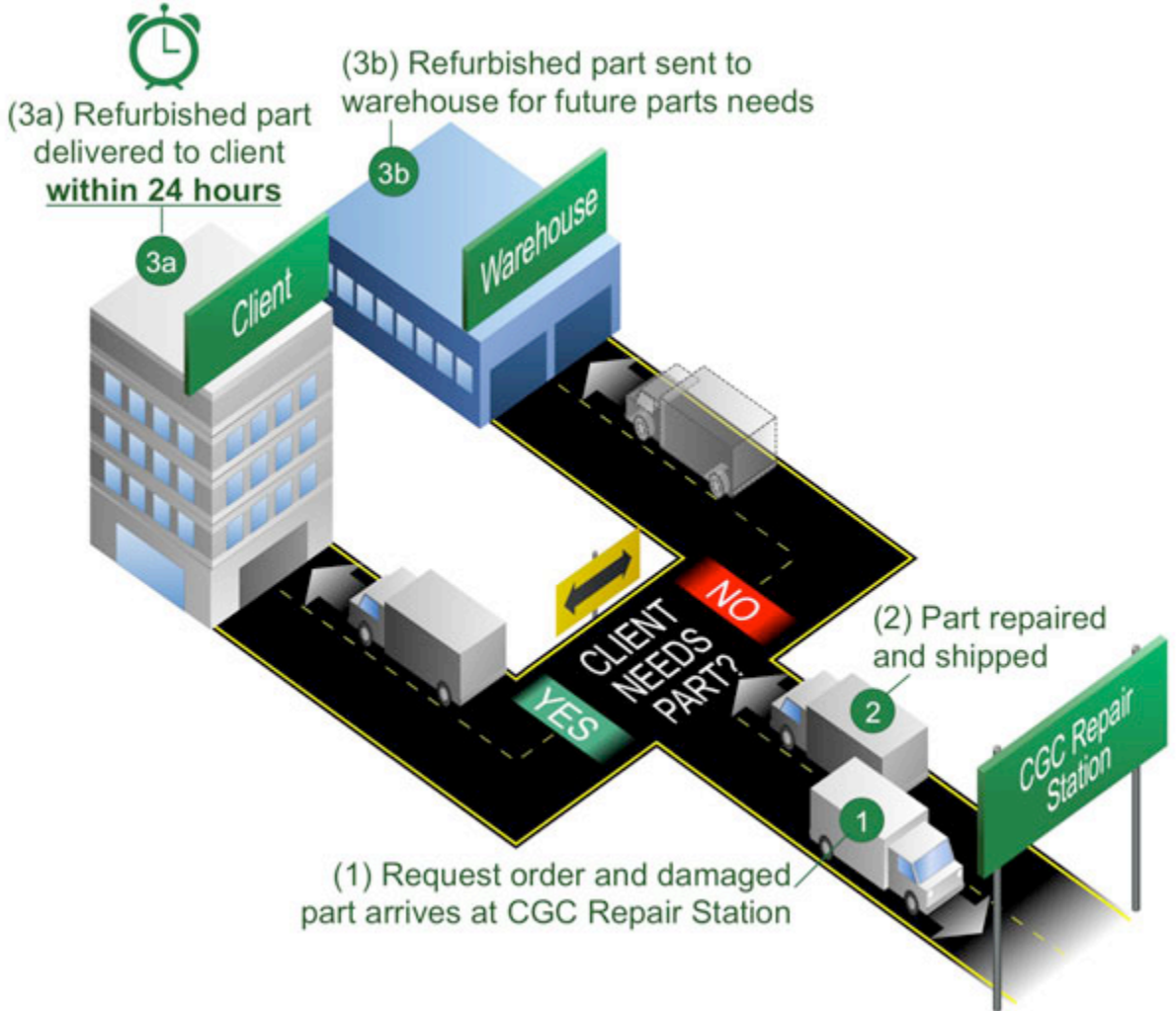
1. Safety and Survival
2. Security
3. Love and Belonging
4. Esteem
5. Self-actualization
6. Truth
7. Beauty



Persuasion: Positive Images

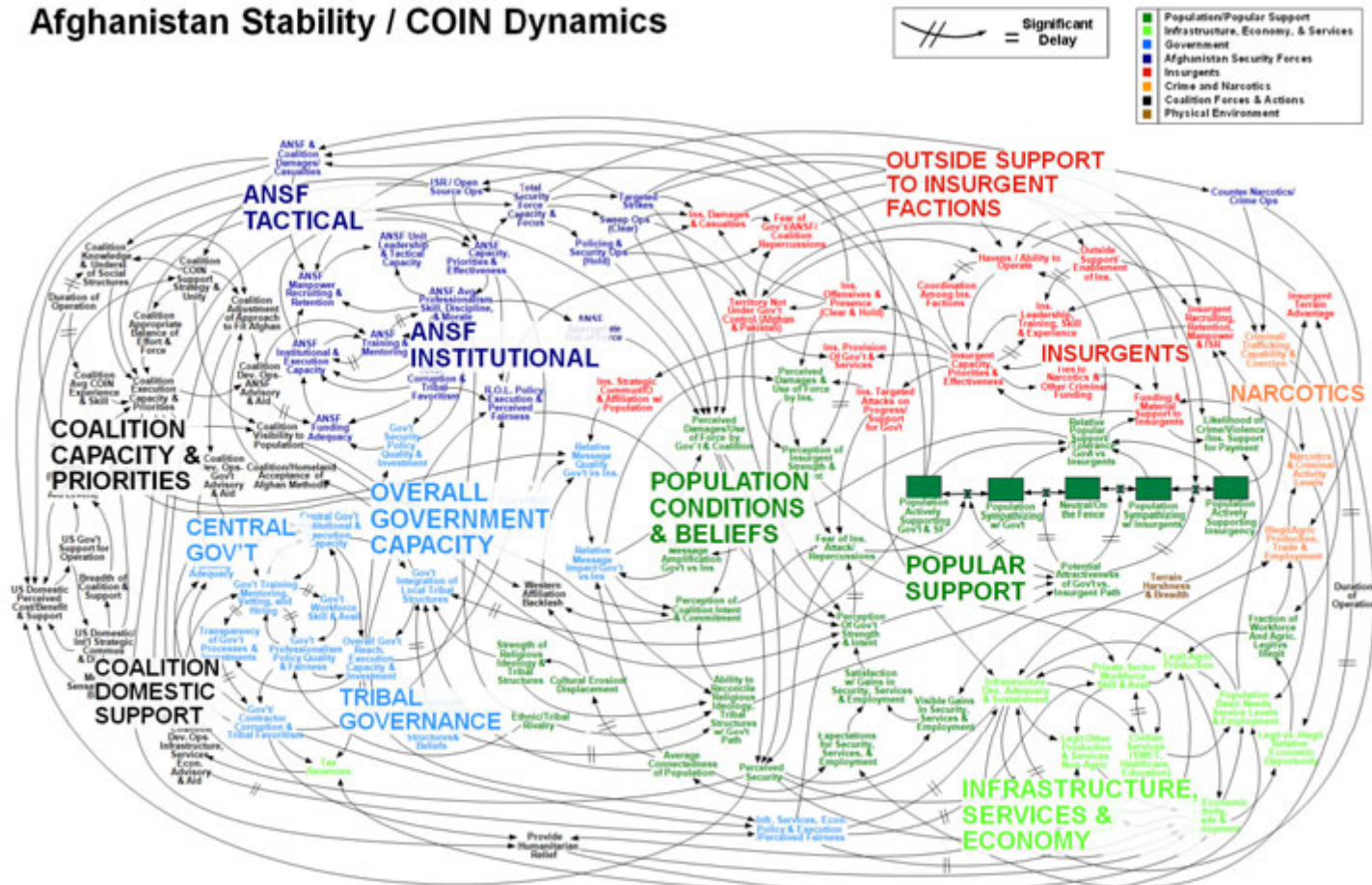


Persuasion: Aesthetically Appealing



Persuasion: Visual Noise

Afghanistan Stability / COIN Dynamics



"When we understand that slide, we'll have won the war."

— Gen. Stanley A. McChrystal



Persuasion: Color

PRIMARY COLORS



*Cannot be formed
by mixing any other
color*

SECONDARY COLORS



*Combinations of
two primary colors*

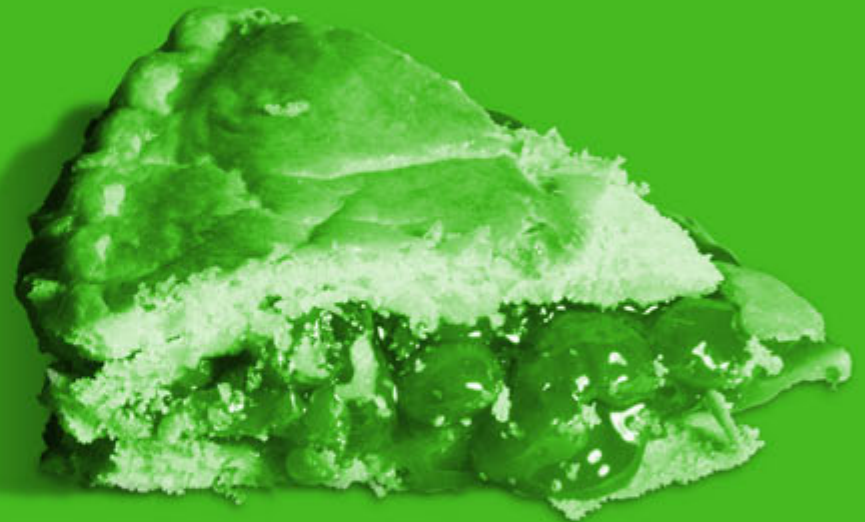
TETRIARY COLORS



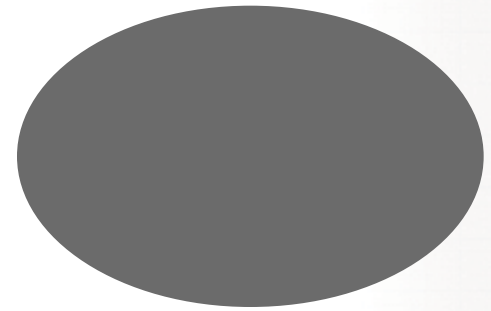
*Combinations of one
primary and one
secondary color*

Persuasion: Color (2)

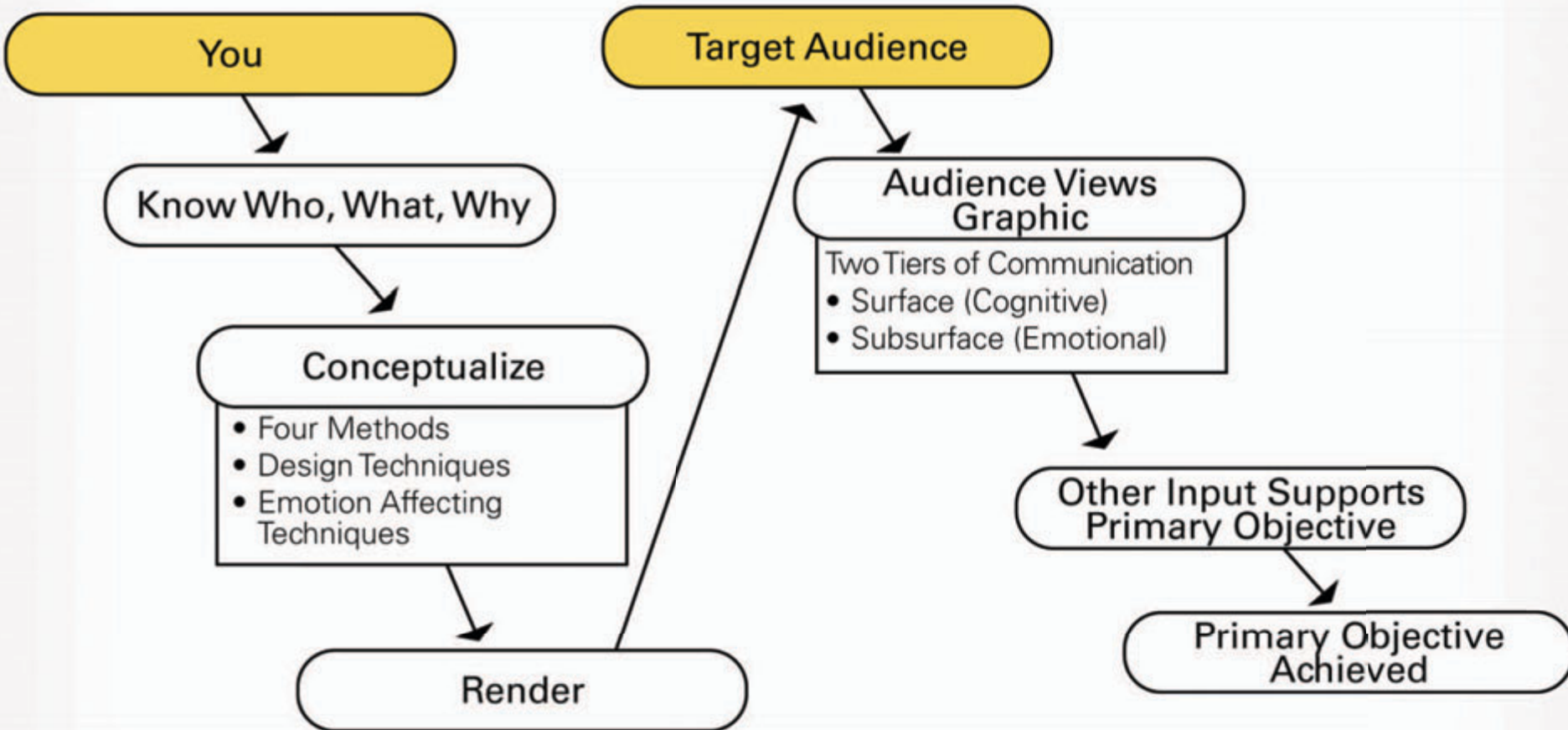
Which piece of pie would you eat?



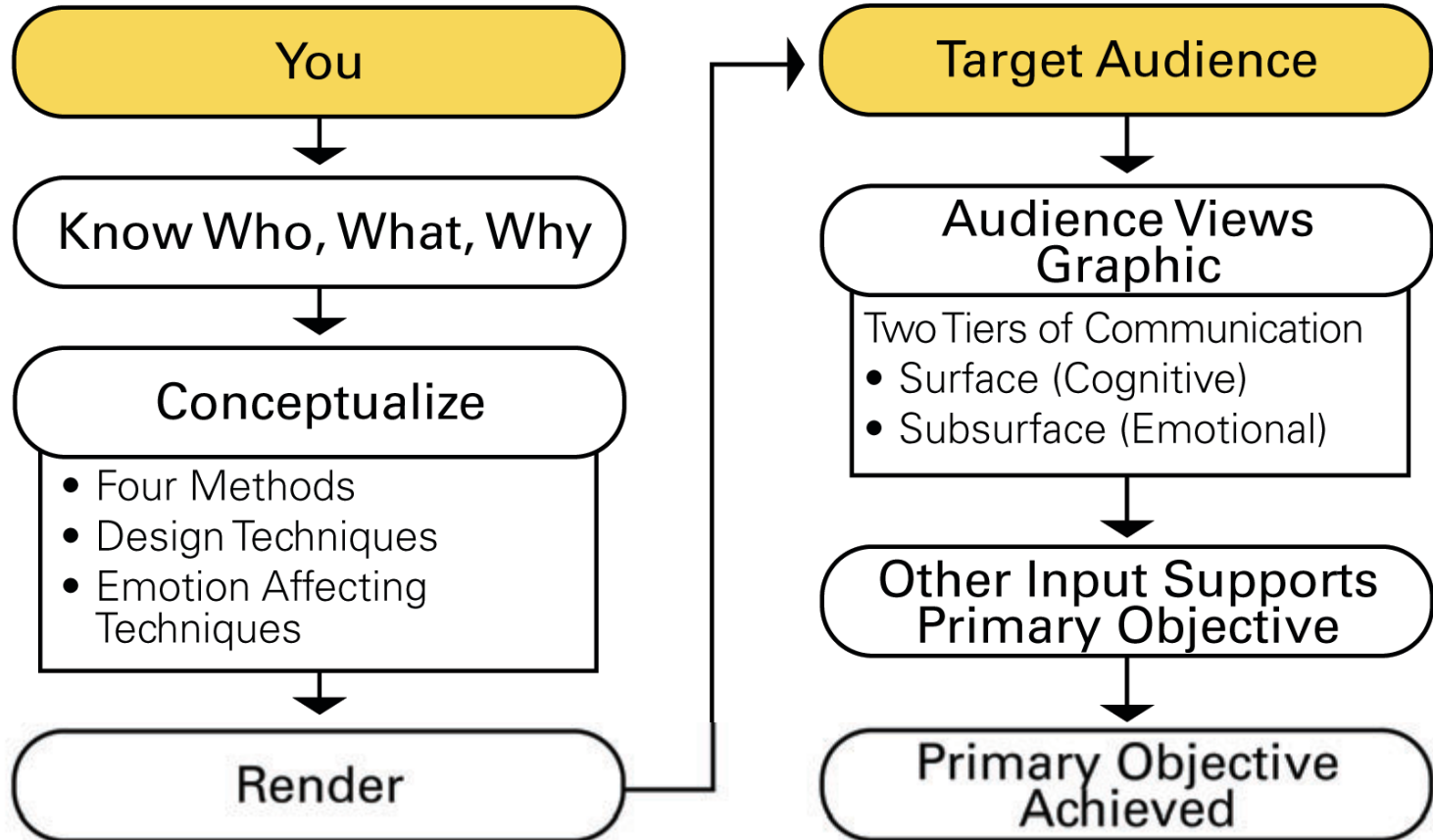
Persuasion: Shapes and Lines



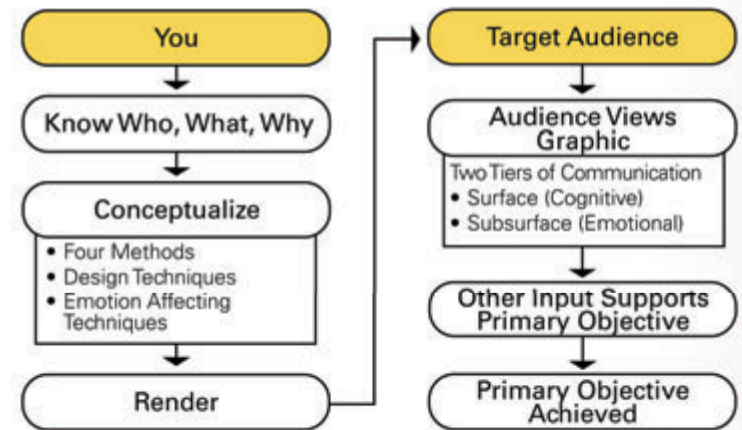
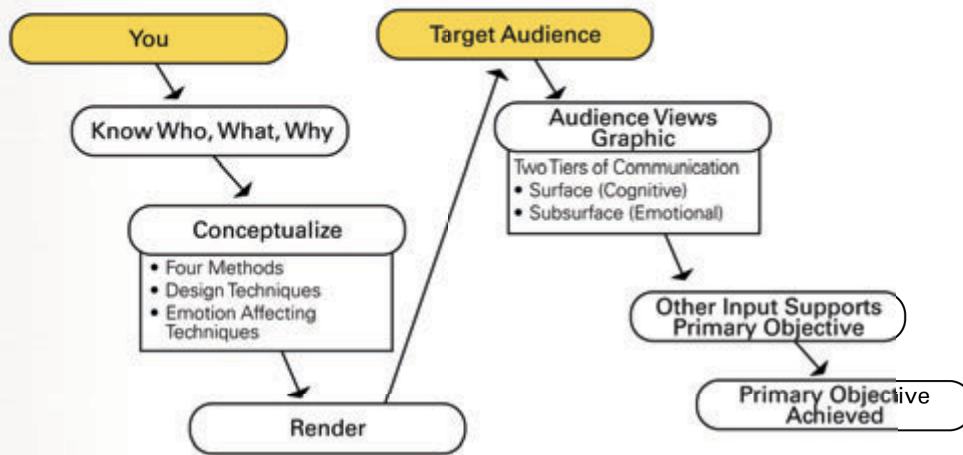
Persuasion: Shapes and Lines (2a)



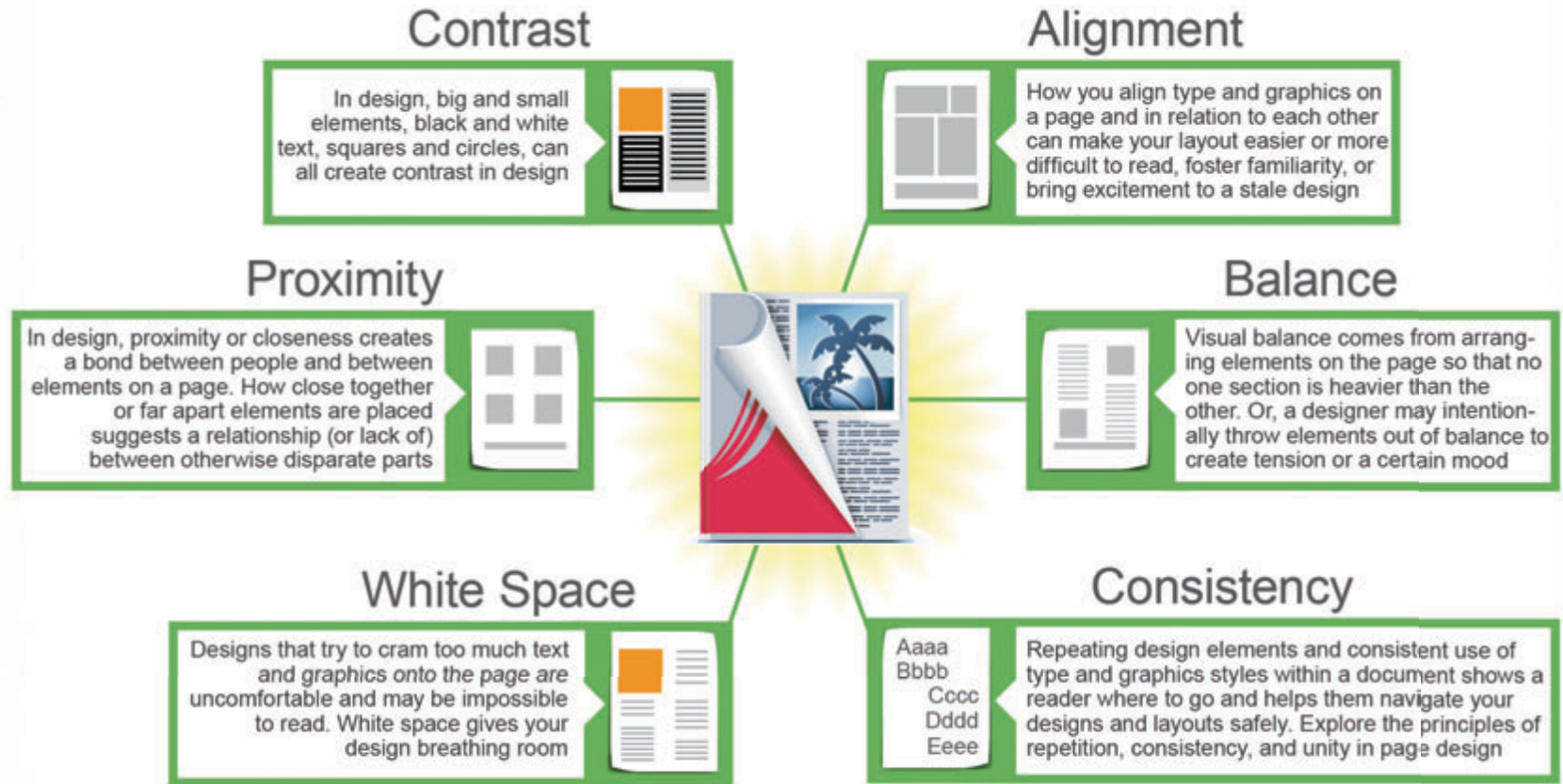
Persuasion: Shapes and Lines (2b)



Persuasion: Shapes and Lines (2c)



Persuasion: More Stuff



Winning Graphic Checklist

Content

- Primary objective communicated?
- Audience focused - benefit driven?
- Questions answered?
- Title effective?
- Content clear and compelling?
- Error free?

Aesthetics

- Colors have a purpose?
- Design consistent with audience / subject matter?
- Look and feel professional?
- Elicits right emotions?
- Legible?
- Uses grid?

Checklist
Handout!

Staffing and Scheduling



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Staffing and Scheduling

Rendering = 4 hours per graphic (includes edits)

Desktop Publishing = 8 pages per hour

Covers = 10-40 hours

Concepting = 6-12 hours

Graphics Fast



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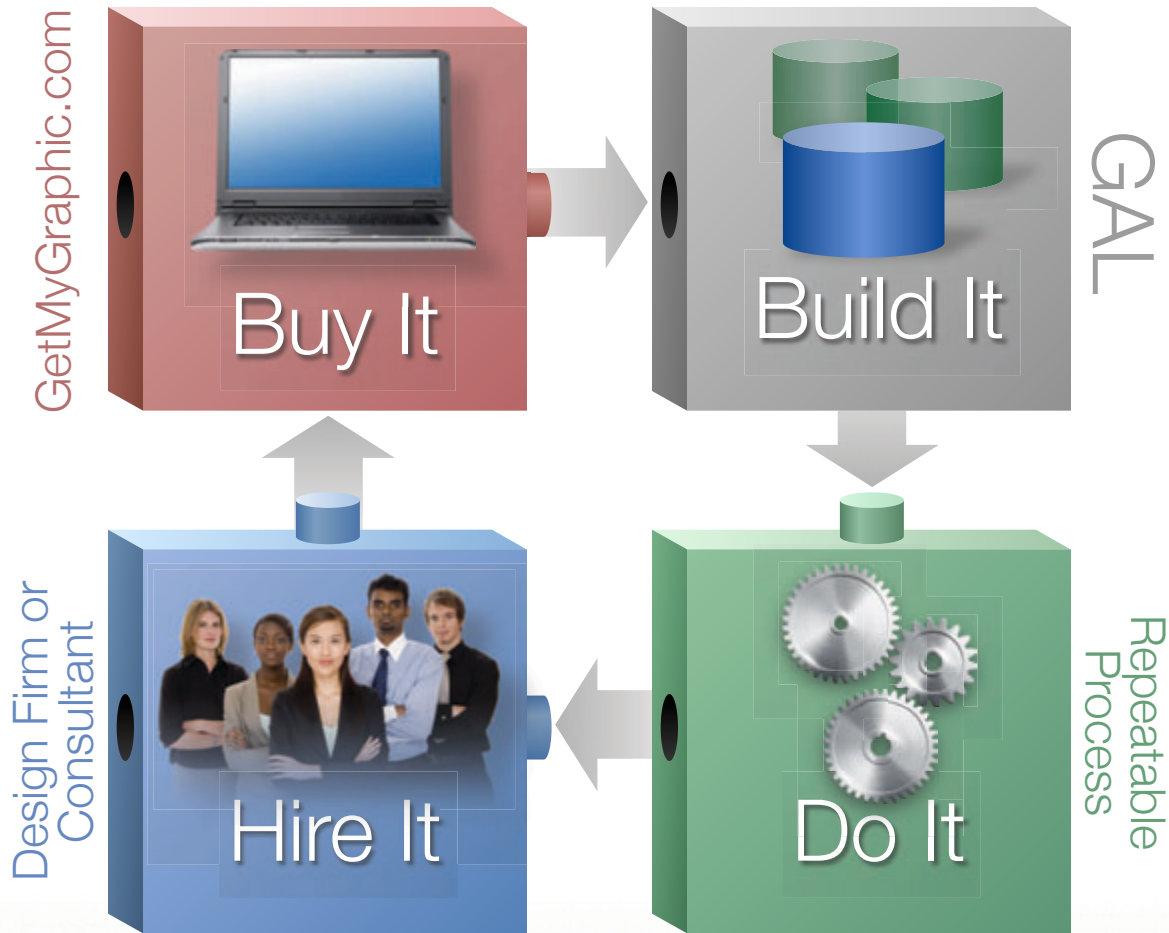


INTERACTIVE



MARKETING

Graphics Fast



How to Work with (Crazy) Designers



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How to Work with (Crazy) Designers



Autonomy

Mastery

Purpose

Process, Process, Process

Accountability

Value their contribution

Concepting



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Concepting



P.A.Q.S.

Primary Objective:

Quickly staff qualified personnel

Audience:

Hendleburg Company

Questions:

How quickly can you staff?

Where do you recruit your staff?

Is your staff cleared?

How do you qualify your staff?

Do you train your staff?

Graphics Cheat Sheet

MIKE PASKENSON'S
GetMyGraphic

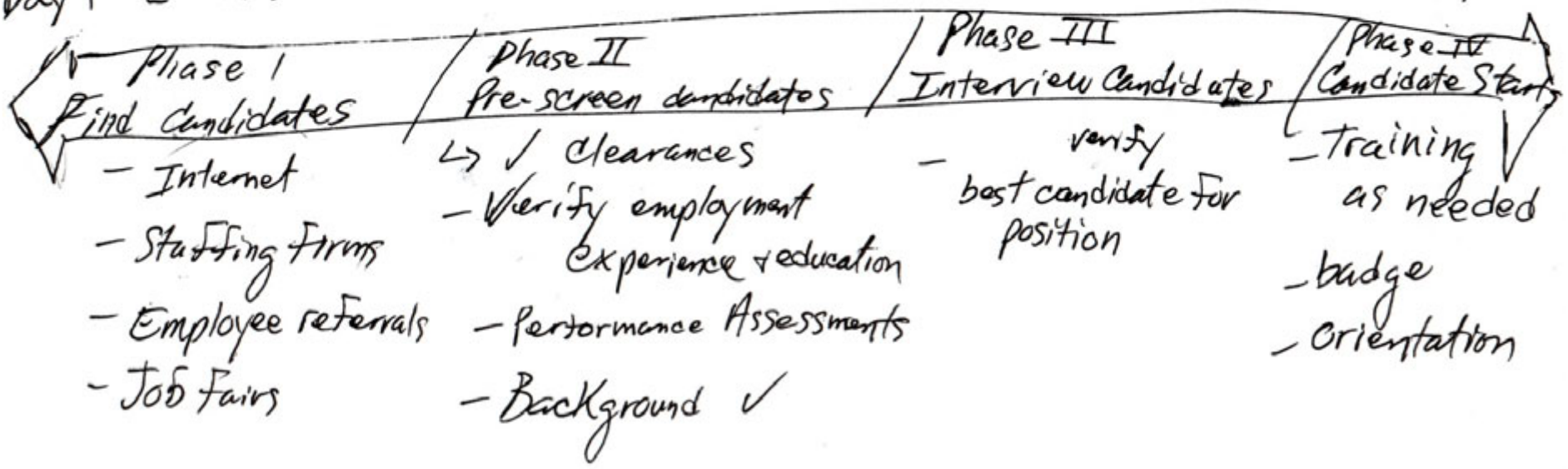
Download 1000's of editable graphics at
GetMyGraphic.com

	Simple	Complex	Quantitative
Hierarchy	[Icons]	[Icons]	[Icons]
Architecture or Structure	[Icons]	[Icons]	[Icons]
Process or Flow	[Icons]	[Icons]	[Icons]
Cause and Effect	[Icons]	[Icons]	[Icons]
Comparison <small>These graphics are a collection of three graphics that are used to highlight the similarities or differences between items.</small>	[Icons]	[Icons]	[Icons]
Synergy	[Icons]	[Icons]	[Icons]
Relationship <small>These graphics feature one idea, relationship, process, and action. The graphics feature related icons and arrows.</small>	[Icons]	[Icons]	[Icons]
Transition	[Icons]	[Icons]	[Icons]
Amount or Value <small>These graphics feature one idea, relationship, process, and action. The graphics feature related icons and arrows.</small>	[Icons]	[Icons]	[Icons]
Time <small>These graphics feature one idea, relationship, process, and action. The graphics feature related icons and arrows.</small>	[Icons]	[Icons]	[Icons]
Physical Description	[Icons]	[Icons]	[Icons]
Location or Distance	[Icons]	[Icons]	[Icons]
Protection or Isolation	[Icons]	[Icons]	[Icons]

Combine graphics and insert icons, symbols, and photos to build an infinite number of visuals.

Handout!

magnifying glass highlighting person you're looking for



Day 1

Day 4



Phase 1 Find Candidates

- Internet
- Staffing firms
- Employee referrals
- Job fairs

Phase 2 Pre-screen Candidates

- Check clearances
- Verify employment, experience, and education
- Performance Assessment
- Background check

Phase 3 Interview Candidates

- Verify best candidate for open position

Phase 4 Candidate Starts

- Training (as needed)
- Badge
- Orientation

10/20/2012

10/20/2012 10:40 AM

10/20/2012 10:40 AM

10/20/2012 10:40 AM

10/20/2012

10/20/2012

Get Buy In



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Get Buy In

Facts and examples

A

Company Overview

- 27 years experience with the U.S. Army
- Saved the U.S. Army \$2 billion
- Over 100 sites colocated with U.S. Army bases
- 1600 cleared personnel
- 132 languages spoken
- All personnel served in the U.S. Army

THE
HENDLEBURG CO.
SUPPORT DIVISION

B

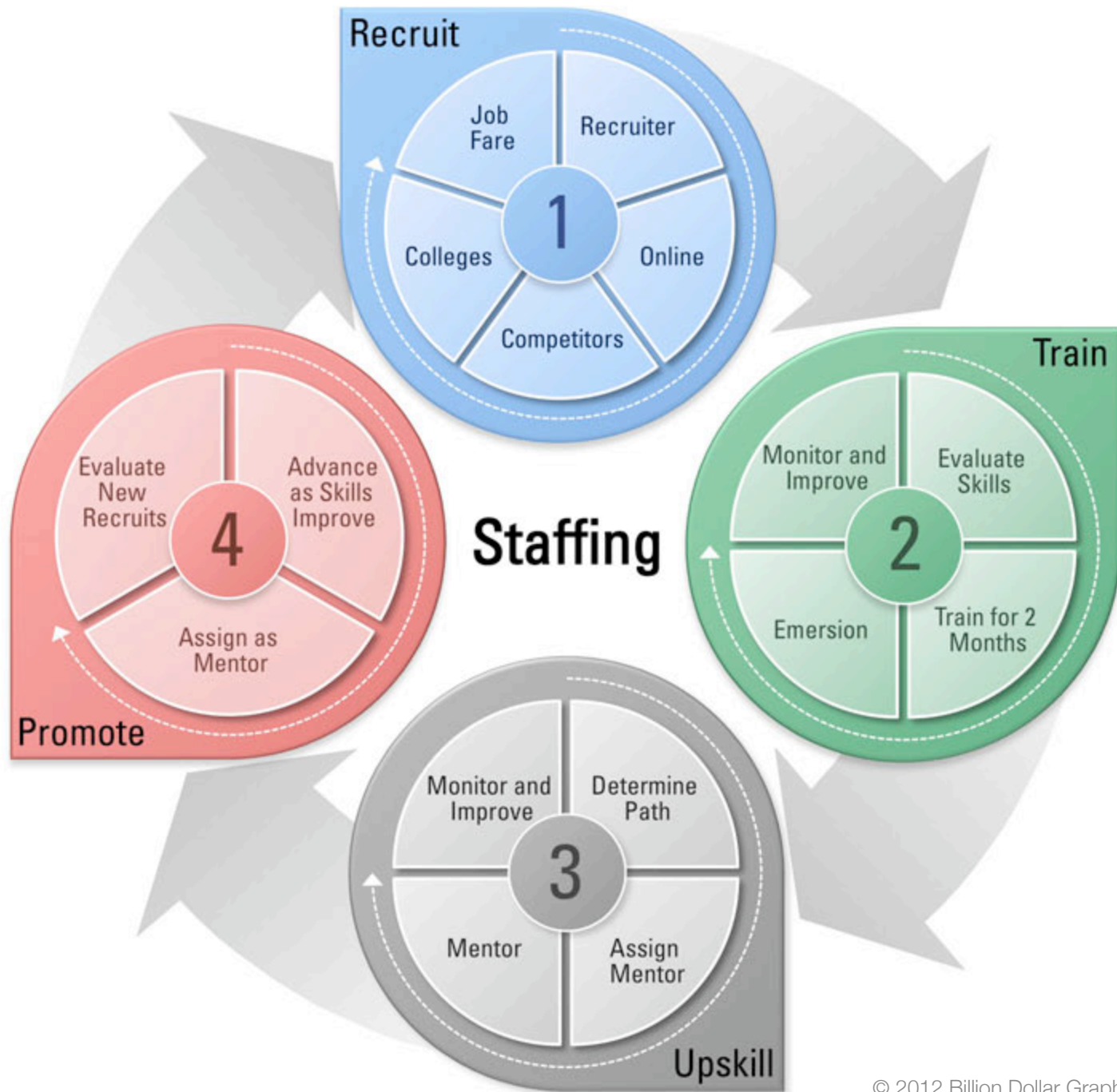
Company Overview

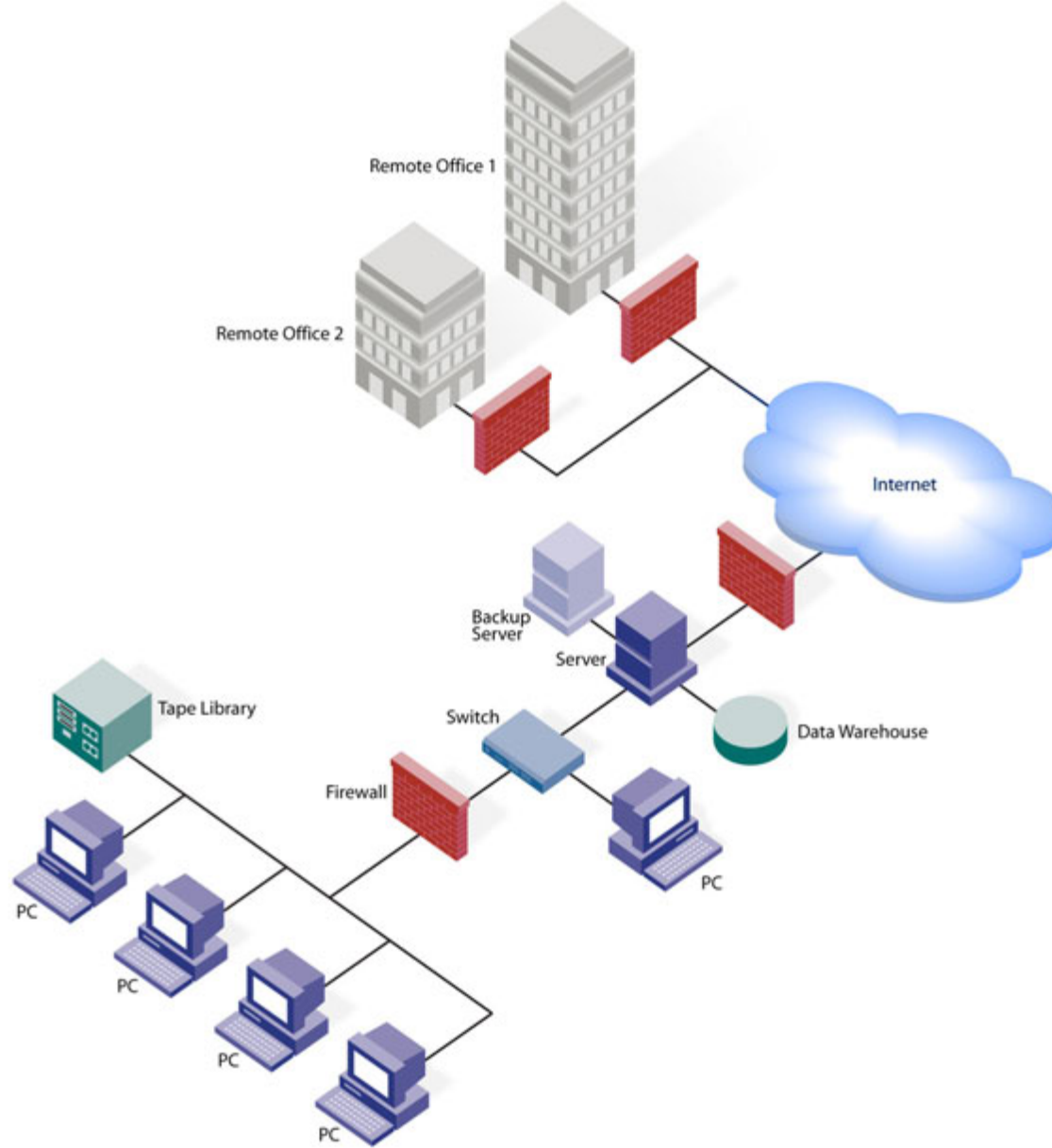
THE
HENDLEBURG CO.
INTERNATIONAL

- We are the #1 provider in the United States
- Our staff is well trained
- We have multiple convenient locations
- 1600 cleared personnel
- 132 languages spoken
- We have the best reputation

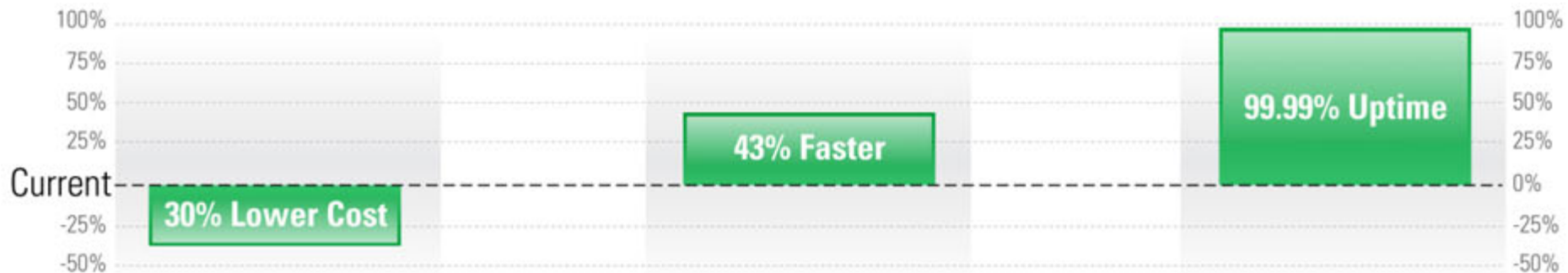
#1

24Hour
Company
...design to win

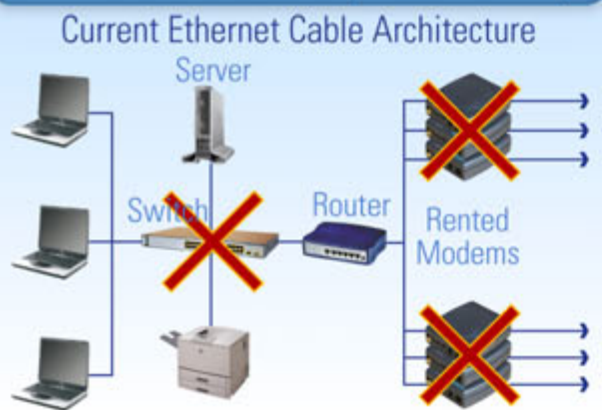




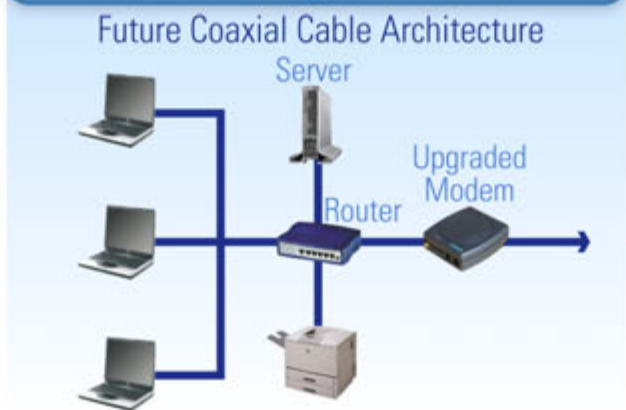
“Lower your cost, increase speed, and get greater uptime with our three-step architecture improvement approach.”



Step 1 Reduce Unnecessary Redundancy



Step 2 Technology Refresh

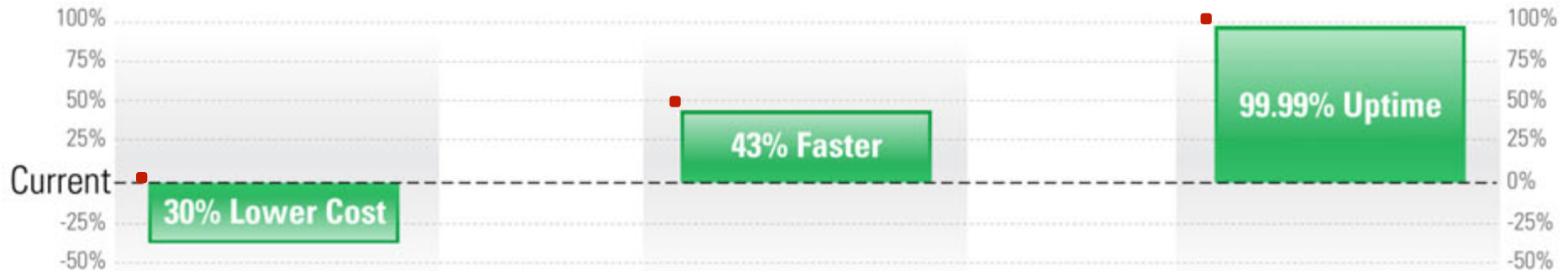


Step 3 Reinforce



“Lower your cost, increase speed, and get greater uptime with our three-step architecture improvement approach.”

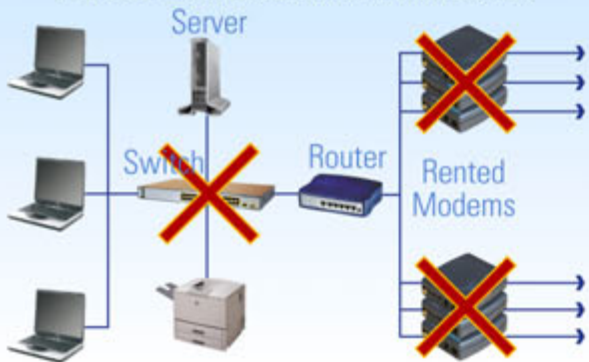
How much?



Step 1

Reduce Unnecessary Redundancy

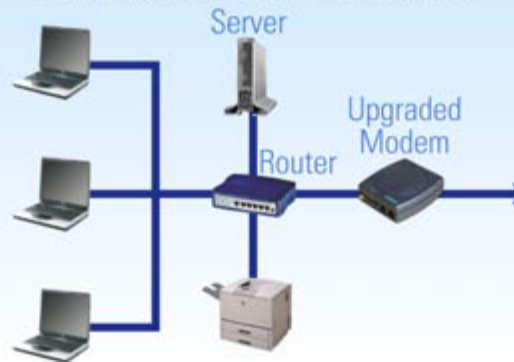
Current Ethernet Cable Architecture



Step 2

Technology Refresh

Future Coaxial Cable Architecture



Step 3

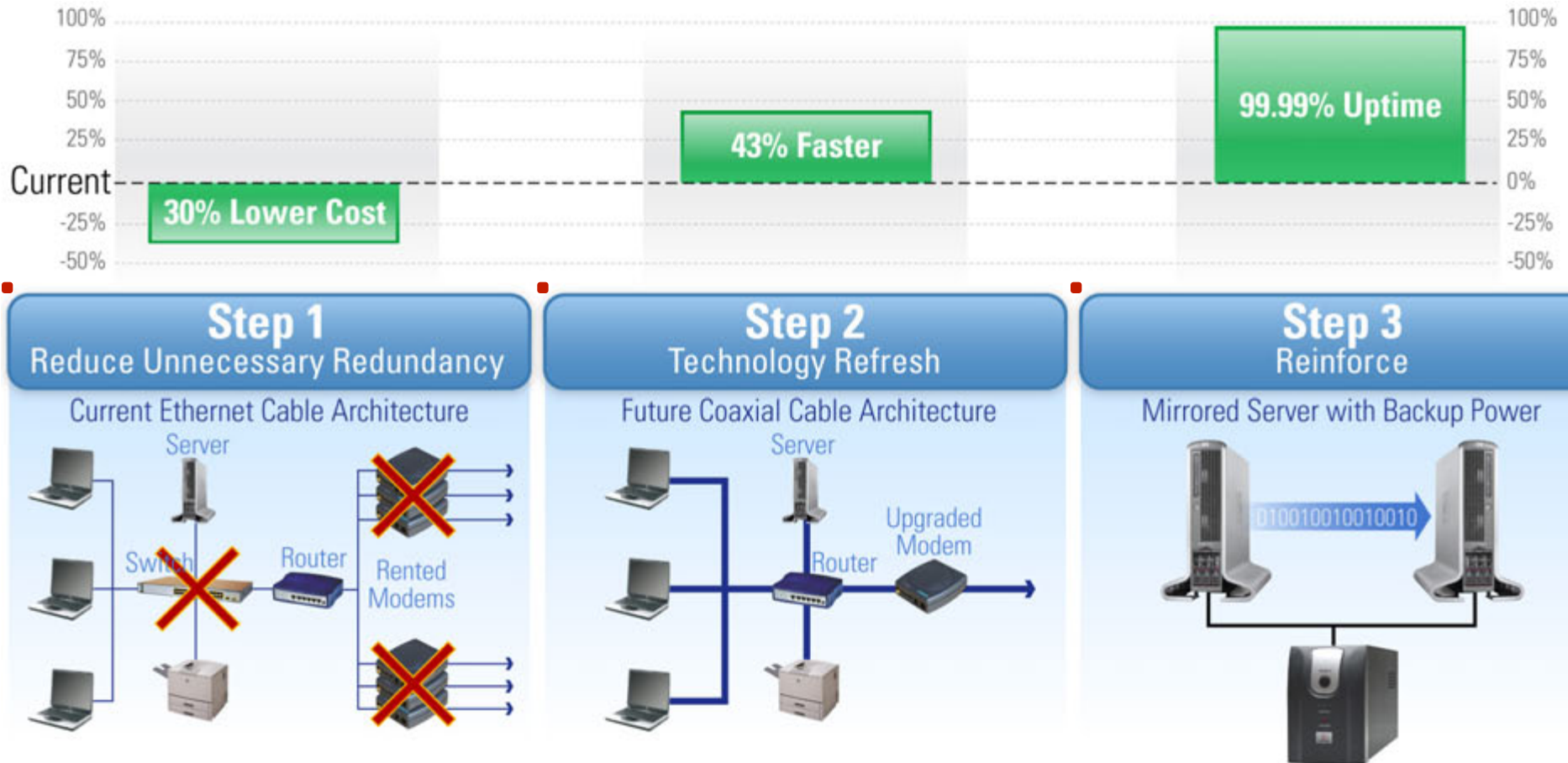
Reinforce

Mirrored Server with Backup Power



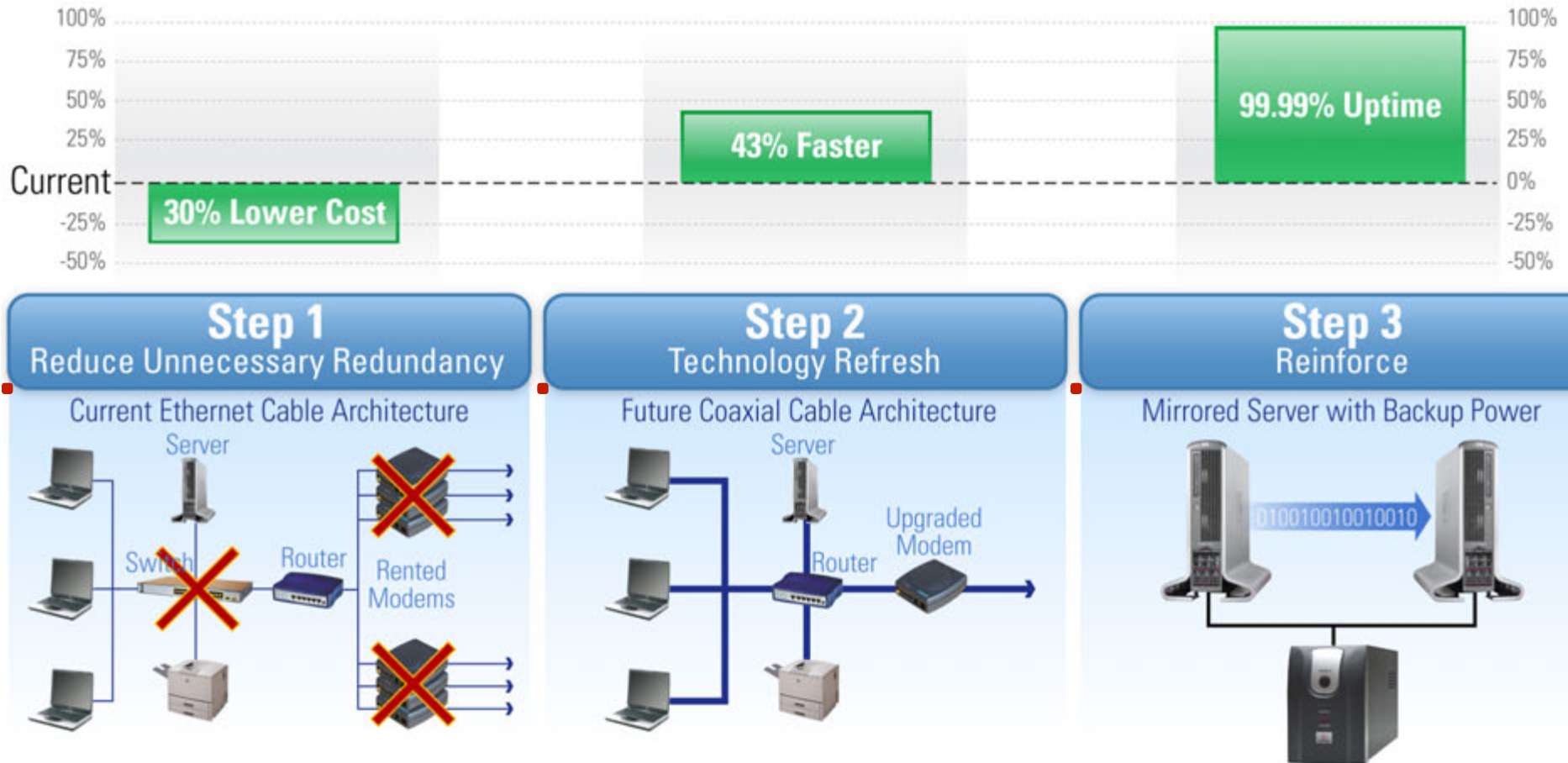
“Lower your cost, increase speed, and get greater uptime with our three-step architecture improvement approach.”

What are the three steps?



“Lower your cost, increase speed, and get greater uptime with our **three-step** architecture improvement approach.”

What do you do in each step?



“Lower your cost, increase speed, and get greater uptime with our **three-step** architecture improvement approach.”

Low Cost Websites to Get Graphic Stuff



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Graphic Resources

1. GetMyGraphic.com
2. iStockPhoto.com
3. BrandsOfTheWorld.com

Top 12
Handout!

Adobe Tips and Tricks



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Questions



www.24hrco.com

(703) 533-7209 • mike@24hrco.com