BD-KnowledgeBase™

Creating an Interactive Community to Share Key Practices and Encourage Innovation

Presented To APMP SOCAL Chapter
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BD-KnowledgeBase

APMP

Collaborative effort between APMP and the Business Development Institute International (BD-Institute)

- Managed resource for the key practices within the business development profession
- Foundation of facts and competencies for certification.
- Reference guide with practical applications for the BD-CMM model
- *New* Community of practice for sharing proven traditional widely applied practices, as well as innovative and advanced practices, that may have more limited or targeted use.

Jump Start Version Sources

- *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
- Other APMP and BD-Institute Sources

Criteria for Inclusion

- Considered useful to APMP members and other BD professionals
- Represent and support BD-CMM key practices
- Complement the APMP Certification Syllabus.

Juried by APMP Fellows

Creation Process

- Development plan created and reviewed by APMP and BD-Institute Board of Directors
- Assemble library of artifacts
- Initial screening of presentations and articles
- Juried by APMP Fellows
- Development of abstracts and descriptive titles
- Created Application using Microsoft Share Point
- Cataloged and indexed metadata

How to Find What You Need

- Full "Goggle type" search of abstracts and artifacts
- Search by categories of metadata
  - APMP Proposal Manager Certification Competencies
  - BD-CMM Key Process Categories (KPC)
  - BD-CMM Key Process Areas (KPA)
  - BD-CMM Common Factors
  - Business Development Process Phase
    - ✓ 8 generally accepted phases
  - Industry Codes
    - ✓ Modified NAIC/Hoovers
  - Market Identifiers
    - ✓ Commercial (Large/Medium,Small), Government (National, Regional), Not for Profit
  - Geographic Identifiers
    - ✓ International Regions

How to Contribute Content

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Juried Collection

✓ Send your item or idea to the Chairman of the BD-KnowledgeBase Working Group (link on site)

BD-Wiki

✓ Enable in an open community of practice.

Access to BD-KnowledgeBase

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Unique ID Access to BD-KnowledgeBase

URL - www.BD-KnowledgeBase.org
User Name: APMP registered email address
Password: Initially APMP Member number
Register and set up personal password

Guest Access to BD-KnowledgeBase

- URL - www.BD-KnowledgeBase.org

- User Name: BDguest

- Password: BDsite!

BD-WIKI Roundtable

APMP

- Create an open online resource for our profession

- Explore leading edge and non-traditional practices

- Collaboate on shared projects

- Promote a open exchange with-in our community of practice

Contact Information

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Updates to this presentation may be downloaded at www.bd-institute.org
from the "Quick Links" for publications.

Appendix - Metadata Summaries

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- **Business Development Process Phase**
  - 8 generally accepted phases
- **Competencies**
  - APMP Proposal Manager Certification
- **BD-CMM Key Process Areas (KPA)**
- **BD-CMM Common Factors**

BD Process Phases

- Strategic Planning

- Market/Campaign Planning

- Account Planning

- Opportunity Identification

- Capture Planning

- Pre-proposal

- Proposal

- Post-submittal

APMP Proposal Manager Competencies APMP

Information Research and Management
- Information Gathering
- Knowledge Management

Planning
- Schedule Development

Development
- Opportunity Qualification
- Winning Price Development
- Teaming Identification
- Proposal Strategy Development
- Executive Summary Development
- Storyboard Development
- Requirements Identification
- Compliance Checklist Development
- Outline Development

Management
- Storyboard Review Management
- Kick-off Meeting Management
- Review Management
- Proposal Risk Management

Management (continued)
- Proposal Progress Reporting
- Final Document Review Management
- Production Management
- Lessons Learnt Analysis and Management
- Proposal Process Management
- Capture Plan Development
- Winning Strategy Development
- Negotiation Planning
- Sales Participation

Sales Orientation
- Customer Interface Management

Behavior and Attitude
- Communication and Persuasiveness
- Quality Orientation
- Building Strategic Relationships and a Successful Team
- Decision Making and Delegating Responsibility

Customer Key Process Area

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KPA	Level
Customer Level 2: Response Generation	Manage the generation of customer responses based on documenting, approving, and reviewing opportunities and their related response plans.
	Build on past successes by standardizing reuse data and training individuals in relevant techniques of customer response.
Customer Level 3: Solution Development	Deploy and use a standard approach to solution development that fosters customer collaboration and assures resultant customer value and competitive discrimination.
	Promote early solution development teams and support them through meaningful engagement of senior management.
Customer Level 4: Relationship Management	Maintain and extend customer relationships throughout the business acquisition cycle to maximize value offered and delivered to the customer.
	Integrate customer relationship management (CRM) with all aspects of internal business development processes end-to-end.
Customer Level 5: Innovation and Transformation	Deploy an effective CRM management system and related processes that assure customer focus and are institutionalized within the organizational culture and behavior.

Management Key Process Area

KPA	Level
Focus: Management Level 2: BD Administration	Plan and administer BD activities in accordance with defined procedures and consistent decision criteria
Focus: Management Level 3: Organizational Tactics	Establish a leadership role for the BD organization in the growth of the company.
	Establish and support a BD process group to coordinate and centralize BD activities across the organization and to assure that lessons learned are collected and used.
Focus: Management Level 4: Enterprise Influence	Integrate BD strategies with the organization's overall strategic planning to assure alignment of organizational goals, values, resources, and investments.
	Practice proactive management leadership of both strategic goals of the organization and the progress of individual customer initiatives and pursuits
Focus: Management Level 5 Innovation and Transformation	Create and maintain an organizational vision that values and rewards continuous improvement and innovation and that drives organizational transformation.

Quality Key Process Area

APMP

KPA	Level
Focus: Quality Level 2 Quality Control	Define quality standards applicable to business development and apply them to BD operations
Focus: Quality: Level 3 Quality Management	Establish a quality program for business development that assures consistent application to BD opportunities and identifies & implements quality improvement for inclusion in the BD process.
Focus: Quality: Level 4 Quantitative Process Management	Establish and maintain a quality baseline for the organization's business acquisition life cycle that deploys quantitative process management in pursuit of continuous improvement
Focus: Quality Level 5 Innovation and Transformation	Extend quality practices through continuous improvement across the enterprise and all its processes based on accepting that a stable environment is one of continuing change through innovation and transformation.

People Key Process Area

KPA	Level
People Level 2 Individual Skills Development	Develop and reward individual skills in areas required to acquire new business.
	Recognize outstanding individual performance in BD efforts and leverage such individual skills on subsequent BD efforts.
People Level 3 Organizational Competencies	Define core competencies needed for effective business development and communicate them throughout the organization.
	Offer career opportunities across the organization that provides growth in business development.
People Level 4 High -Performance Teams	Use high-performance BD teams as an integral part of overall organizational strategies across the business acquisition life cycle.
	Authorize, deploy, empower, support, hold accountable and reward experienced sales/capture and proposal teams.
People Level 5 Innovation and Transformation	Establish and maintain a learning organization in which people at all business levels, individually and collectively, are continually increasing their capacity to produce BD results.
	Engage all those associated with business development across enterprise in the ongoing cycle of innovating and transforming the BD enterprise.

Process Key Process Area

APMP

KPA	Level
Capabilities: Process Level 2 Sales/Capture Procedures	Gain control of BD activities based on obtaining management approval for each pursuit and by documenting and reviewing sales/capture plans.
Capabilities: Process Level 3 BD Processes	Deploy and use a standard BD process throughout the entire organization.
	Maintain consistency across BD work products by integrating methods, tools, and disciplines and by systematically analyzing BD performance and direct customer feedback.
Capabilities: Process Level 4 BD System Integration	Integrate all processes and systems relevant to business development throughout the business acquisition cycle and across all enterprise operations.
	Maintain consistency in BD activities and products through systematic assessment of their ability to advance customer relationships and the extent of their integration with other enterprise processes.
Capabilities: Process / Level 5 Innovation and Transformation	Sustain a culture focused on innovation throughout the organization, consciously discarding what is no longer useful and assuring transformation to higher levels of efficiency and effectiveness.

Capabilities Key Process Area

APMP

KPA	Level
Capabilities: Infrastructure Level 2 Work Environment	Provide workspaces and resources needed for BD projects
Capabilities: Infrastructure Level 3 Support Systems	Define, establish, use, and maintain a suitable infrastructure to support BD operations throughout the business acquisition cycle and across the organization.
Capabilities: Infrastructure Level 4 Infrastructure Management	Manage and adapt the BD infrastructure in accordance with a formalized strategy at the enterprise level.
	Define and deploy BD systems and an infrastructure across the enterprise in response to the full range of user needs and relevance in addressing the full spectrum of customer relationships to be supported.
Capabilities: Infrastructure Level 5 Innovation and Transformation	Create a dynamic environment in which innovations in systems, technologies, and other infrastructure elements are incorporated on ongoing basis to transform operational support and encourage organizational flexibility and adaptability.

Common Factors

- Commitment to Perform
- Ability to Perform
- Activities Performed
- Measurement
- Verification