



Visualize Your Solution in
6 Easy Steps

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24 Hour Company

APMP[®]

 **24 Hour**
Company
...bid-winning
proposal graphics

What is the Foundation of Good Information?



- Good Questions!
 - Who
 - What
 - Where
 - When
 - Why
 - How

Example

“Johnny rolled the recycling bin to the curb every Monday night as one of his weekly chores.”

Example - Diagrammed

“Johnny rolled the recycling bin to the curb every Monday night as one of his weekly chores.”

How

Why

When

Where

What

Who

WHO?



- Know your audience!
- What are their hot buttons?
 - Informationally (i.e., what are their real challenges and needs?)
 - Visually (i.e., do they have any style preferences or no-nos?)
- What are real questions they need answered?

Who Example

You're busy enough, have your kids help out



Who Example

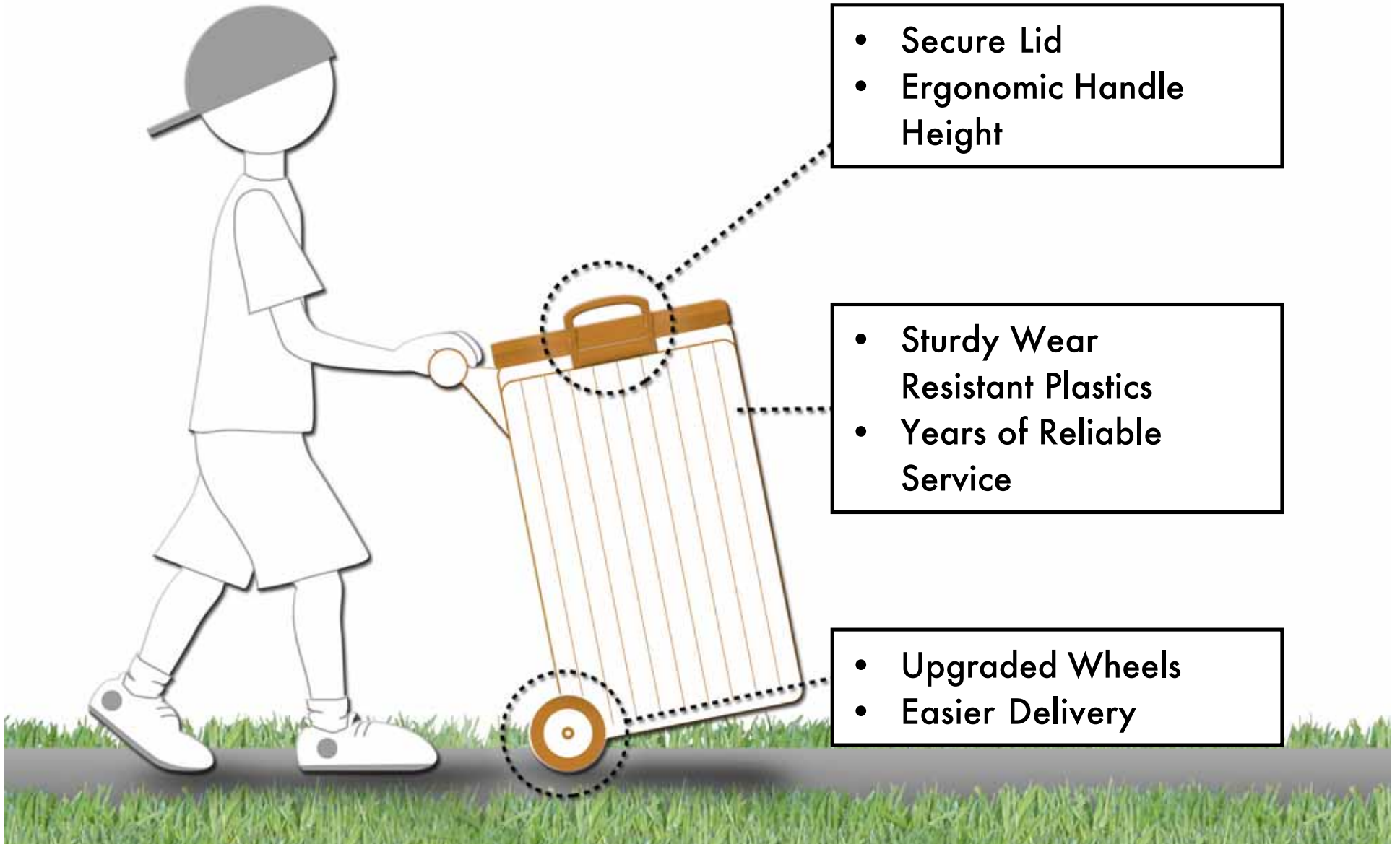


WHAT?



- Know your solution!
- What are you selling?
- What is your subject matter
 - For this image
 - For this proposal

What Example



- Secure Lid
- Ergonomic Handle Height

- Sturdy Wear Resistant Plastics
- Years of Reliable Service

- Upgraded Wheels
- Easier Delivery

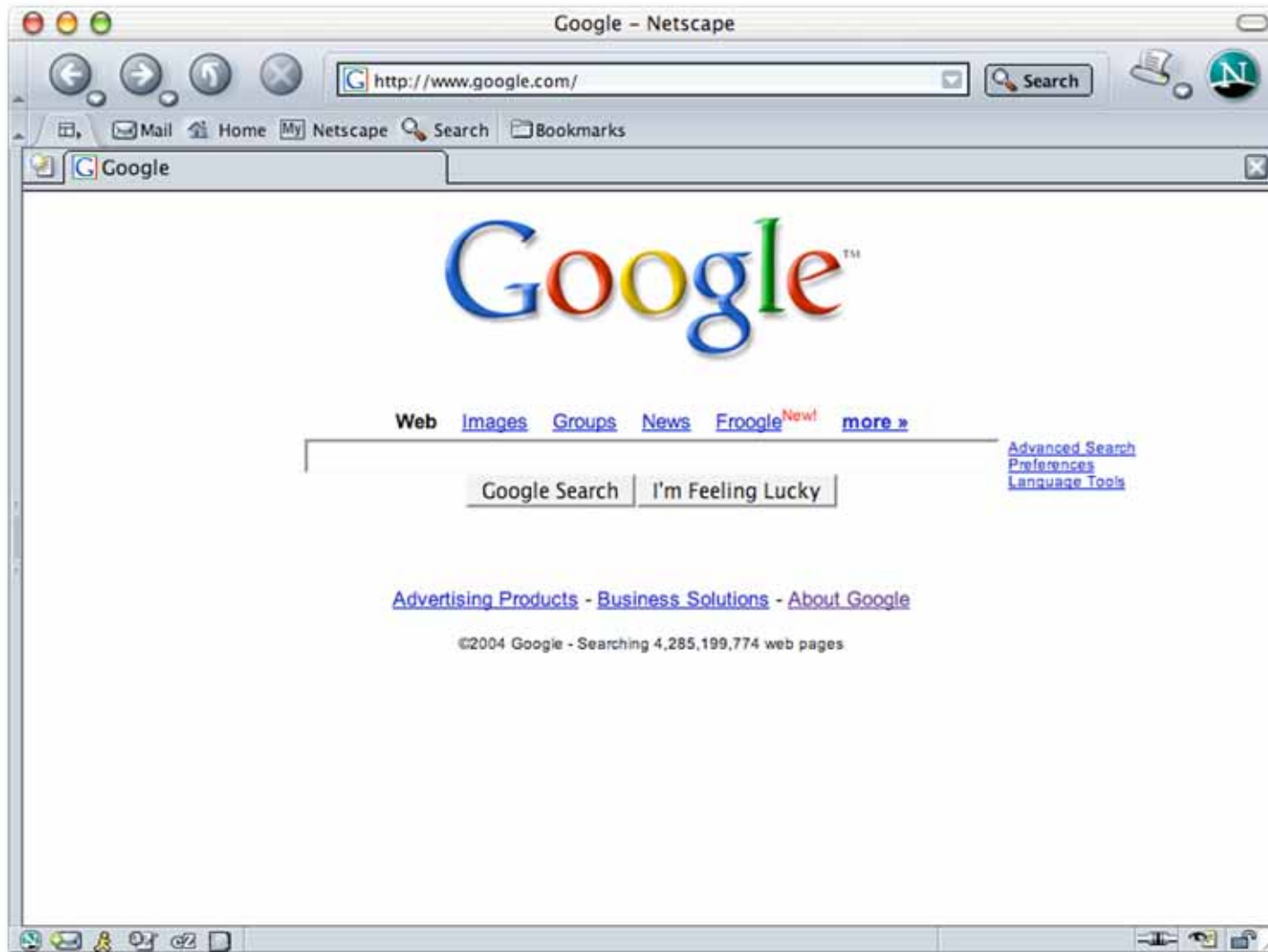
WHERE?



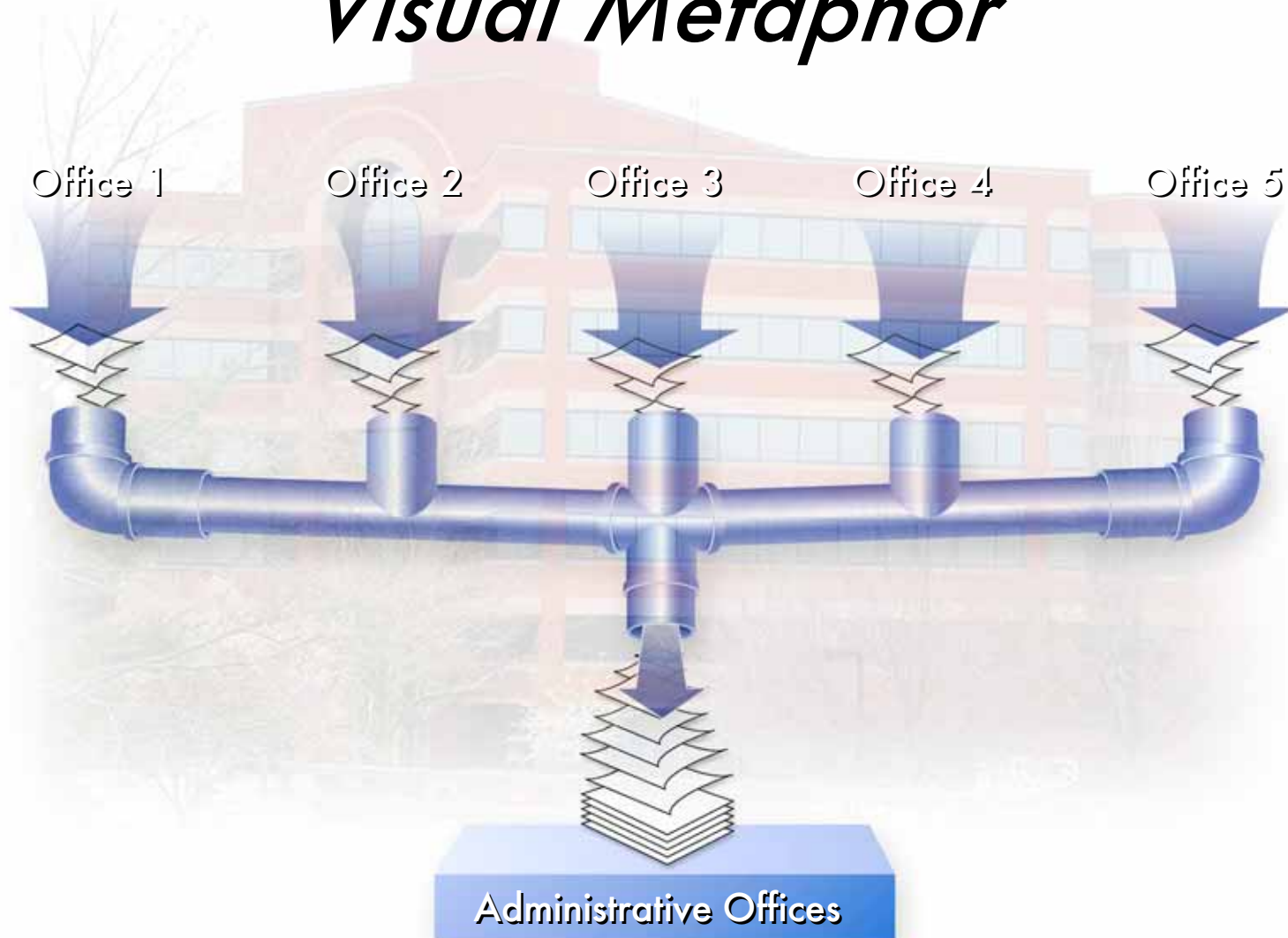
- Know your method of conveyance
- “Life (and proposals!) is a journey not a destination”
- Ways to organize information
- What works best?

1. Literal Method
2. Substitution Method
3. Quantitative Method
4. Assembly Method

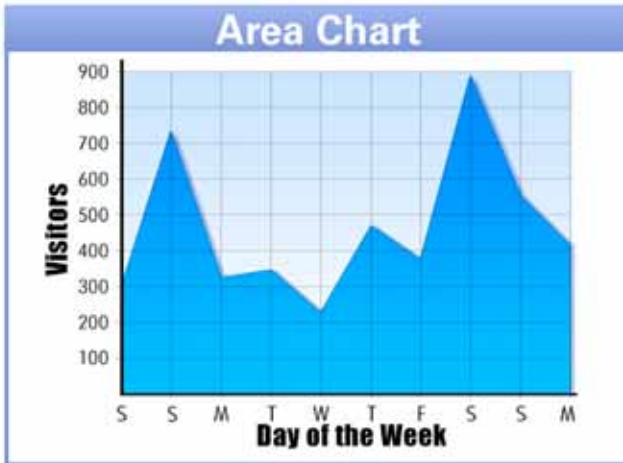
Four Methods - Literal



Visual Metaphor



Four Methods - Quantitative



Four Methods - Quantitative

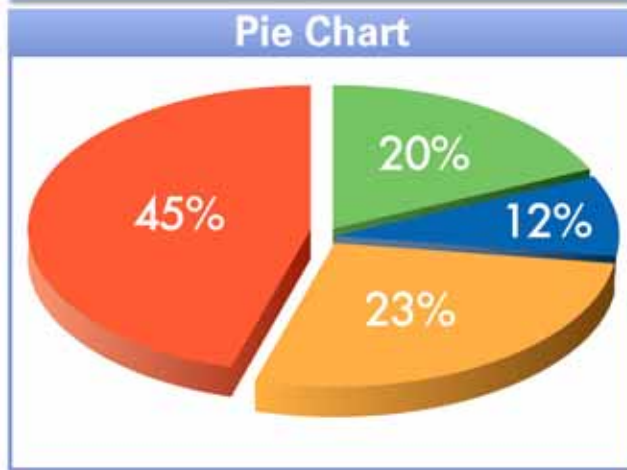
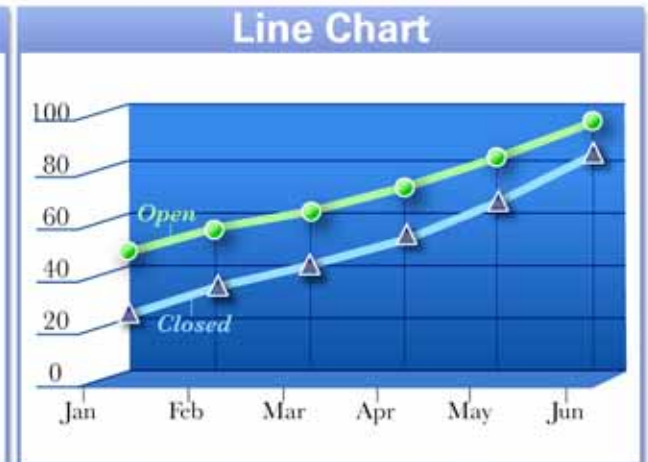
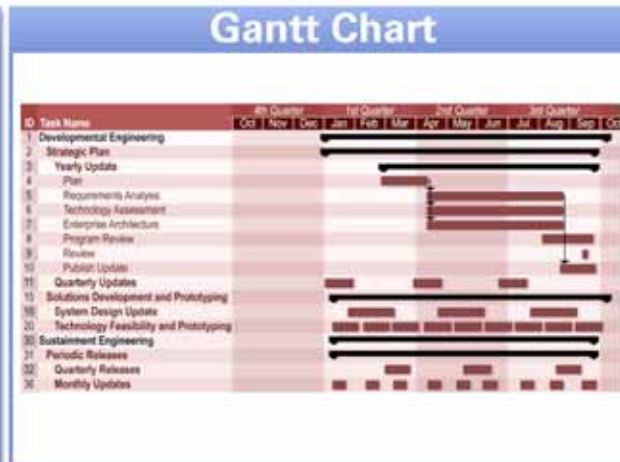


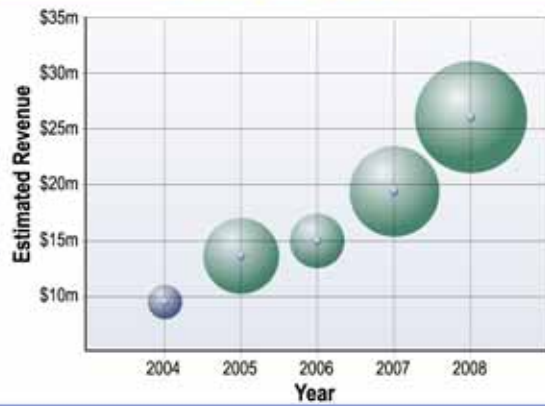
Table (or Matrix)

● = In Process
 ✓ = Complete

	End Client	Incumbent	Sub Contractor	Task Leader	Functional Manager	Business Manager
Manage Risk Process						
• Delegate to Consultants	●	●	●	●	✓	✓
• Delegate to Temps	●	●	●	●	✓	✓
• Delegate to Janitors	●	●	●	✓	✓	✓
Manage Risks/Efforts						
• Define Effort	●	✓	✓	●	✓	●
• Define Risk	●	✓	✓	●	✓	●
• Effort # 1	●	✓	✓	●	✓	●
• Effort # 2	●	✓	✓	●	✓	●
• Risk #1	✓	●	●	●	✓	✓
• Risk #2	●	●	●	●	✓	●

Four Methods - Quantitative

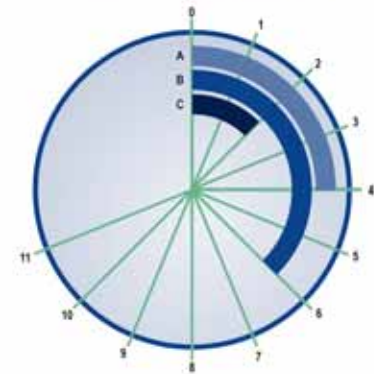
Bubble Chart



Timeline



Circle Charts



BOGL has a four-phase process for introducing the new technology. Phase One involves training and mentoring. Phase Two is the final removal of the old tools and the introduction of the new computers. Phase Three provides onsite IT support 24x7 for one month. Phase Four submits, collects, and takes action using a formal evaluation.

Four Methods - Assembly

Phase 1

Train and Mentor

Phase 2

Remove Old
Tools and
Introduce New
Computers

Phase 3

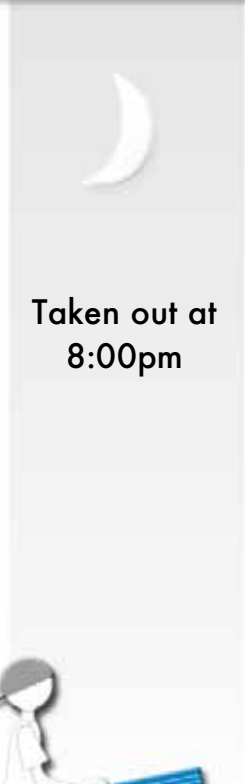
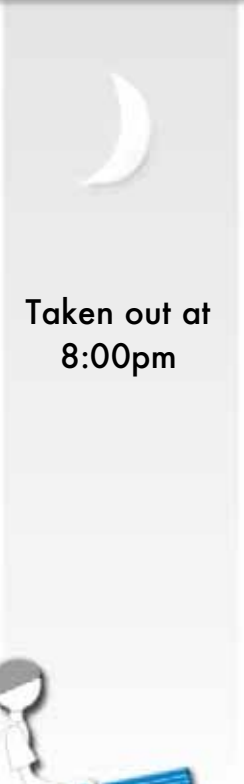
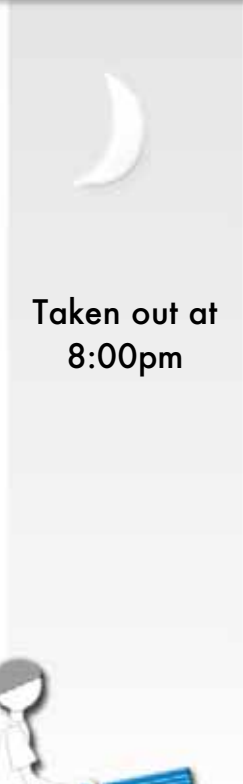
24x7 Onsite IT
Support
(1 Month)

Phase 4

Evaluate and
Adjust Systems/
Processes

Where Example

F	S	S	Monday	F	S	S	Monday	F	S	S	Monday	F	S
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"Johnny rolled the recycling bin to the curb every Monday night as one of his weekly chores." 19

WHEN?



- NOW! It's a proposal!
- Start now!
- Doodle
- Napkin Sketch
- Ask for input
- Have a couple of ideas

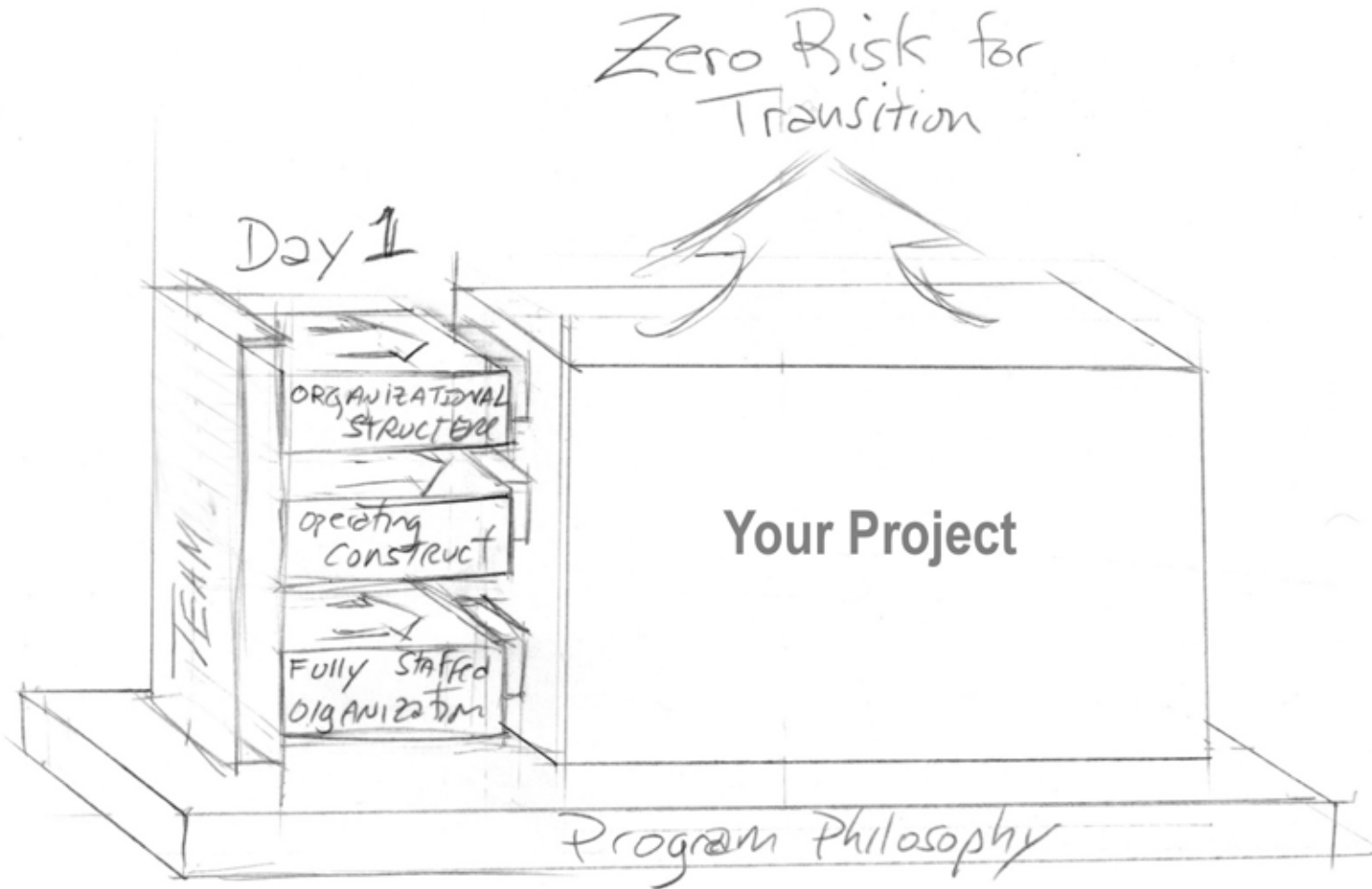
When Example



Embracing the program philosophy, the team can immediately deliver the organizational structure, operating construct, and fully staffed organization to completely ensure your project and payroll operations today, ensure the capability to meet the workload and evolving requirements of the future, and deliver with measurable increased efficiency, cost-effectiveness, and performance effectiveness. Zero risk, period, for transition.

**Actual text from a proposal*

When Example

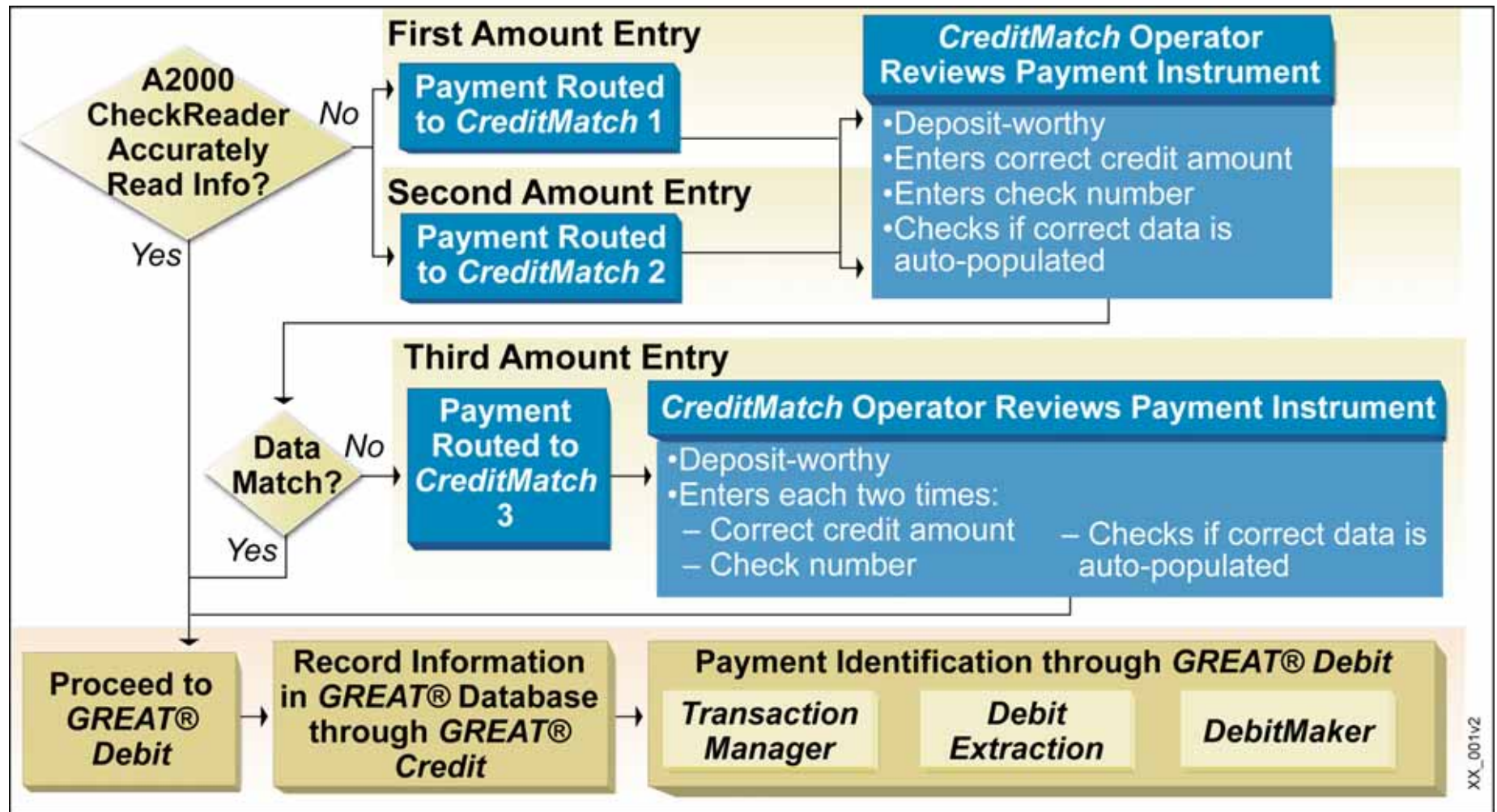


When Example

- To ensure accuracy of the credit information, CreditMatch has been designed with three different modes:
 - First amount entry. If the A2000 CheckReader was unable to accurately read the information, the payment is routed to CreditMatch 1. The CreditMatch 1 operator reviews the payment instrument to determine if it is deposit worthy and enters the correct credit amount, check number (if not auto-populated from the data), and corrects the information as needed.
 - Second amount entry. The CreditMatch 2 operator performs the same functions as the CreditMatch 1 operator.
 - Third amount entry. Should the data by the CreditMatch 1 and CreditMatch 2 operators not match in the system, the payment is sent to the CreditMatch 3 operator who performs the same review and entry functions. However, at this point the payment information must be entered by the operator twice before the system will accept the payment as deposit worthy and proceed to the next step, *GREAT*® Debit.
- After the payment instrument is determined to be deposit worthy and information from the payment instrument is recorded in the *GREAT*® database through *GREAT*® Credit, the next step in the process is payment identification through *GREAT*® Debit. *GREAT*® Debit is comprised of three modules: Transaction Manager, Debit Extraction and DebitMaker.

**Actual text from a proposal*

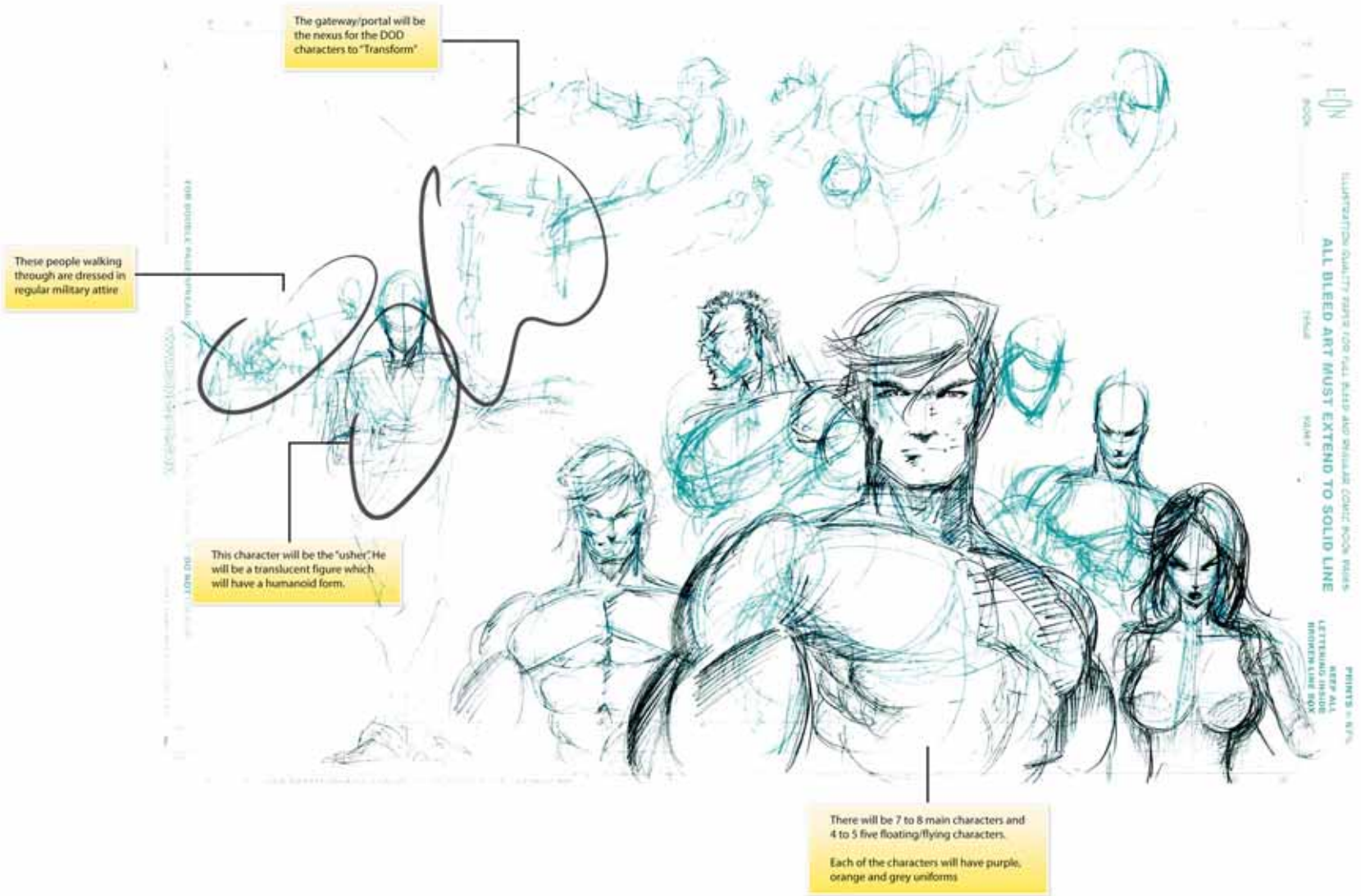
When Example



“The concept for the center panel is a cartoon that identifies the stakeholders of our DoD community with a bit of a surly, tough image. Our team approach, process and tools is designed to largely transparently usher (and corral) this community into the right places at the right time so that the event of DoD transformation can take place. The cartoon should catch a booth visitor’s eye and speak to the DoD leaders among the attendees about their key concerns.”

**Actual email from a client*

When Example



When Example



Revelytix

TECHNOLOGIES FOR VOCABULARY DEVELOPMENT & KNOWLEDGE DISCOVERY

PRODUCTS

MatchIT – Automated Semantic Mapping Tool

- Use onboard (WordNet™) or user define knowledgebase
- Map any number of disparate schemas - import as XSD or use JDBC connector
- Export match sets and vocabularies for use with Knood or other commercial products - BEA (AL DSP) and Rodotal (MetaMatrix)

Knood! – Semantic Collaboration and Knowledge Management Platform

- Collaborate to capture consensus on the meaning of terms that describe your data
- Build scalable, interoperable knowledgebases backed by W3C standards RDF, OWL, and SPARQL
- Import your existing knowledgebase or seed vocabulary
- Export your created knowledgebase in OWL or XSD format
- Organize knowledge by domain using Knood Communities
- Enforce governance with role-based permission model
- View models as hierarchies or graphs
- Add rich documentation and communicate effectively – every page is a Wiki page

EXPERT SERVICES

- Export strategy for design and implementation of semantic data architecture
- Proven methodology and governance for knowledge collaboration process
- Best practices for ongoing knowledgebase management

USHERING A STRONG CROWD TOWARDS TRANSFORMATION

The graphic features several characters in orange and black suits, including one labeled "Warfighter". Below the characters are three diagrams:

- Employ/Develop:** A vertical flowchart with stages: Strategy, Planning, Resourcing, and Execution.
- Incremental Process:** A circular diagram with four quadrants: Mission Context and Data/Knowledge, Proven Capabilities and Performance a Score, Evolving Target Architecture, and Platform Readiness.
- Partner Enablement:** A complex diagram showing various components and their relationships.

Discovering New Horizons

DISCI

The DISCI logo is set against a globe. Logos for Vitech, STAR, X-PRC, and IESTAR are visible on the globe.

Trained Architects with SME experience

Alignment of the Federation process with ISO/IEC 42010:2007 standard

Semantics / Ontology Development

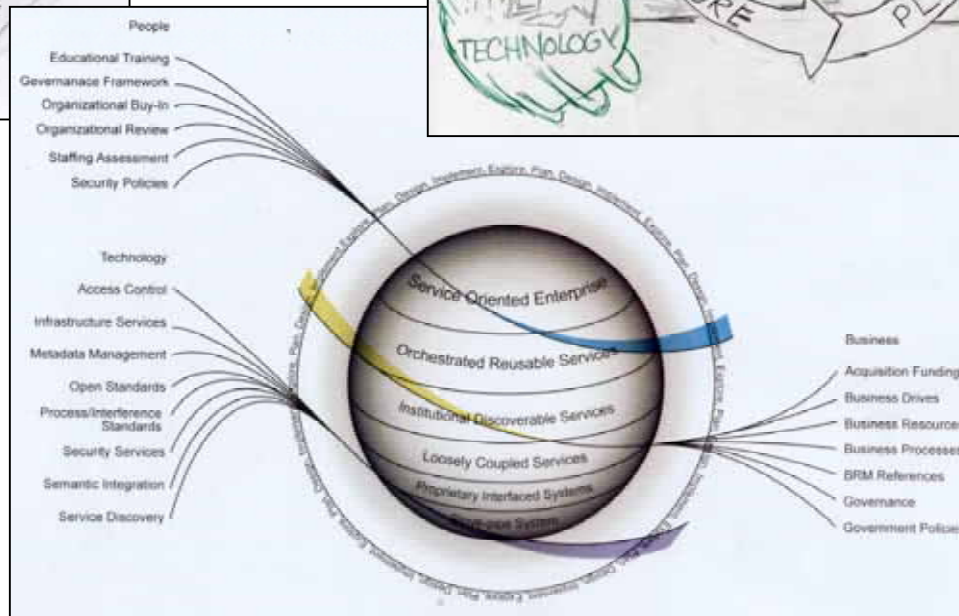
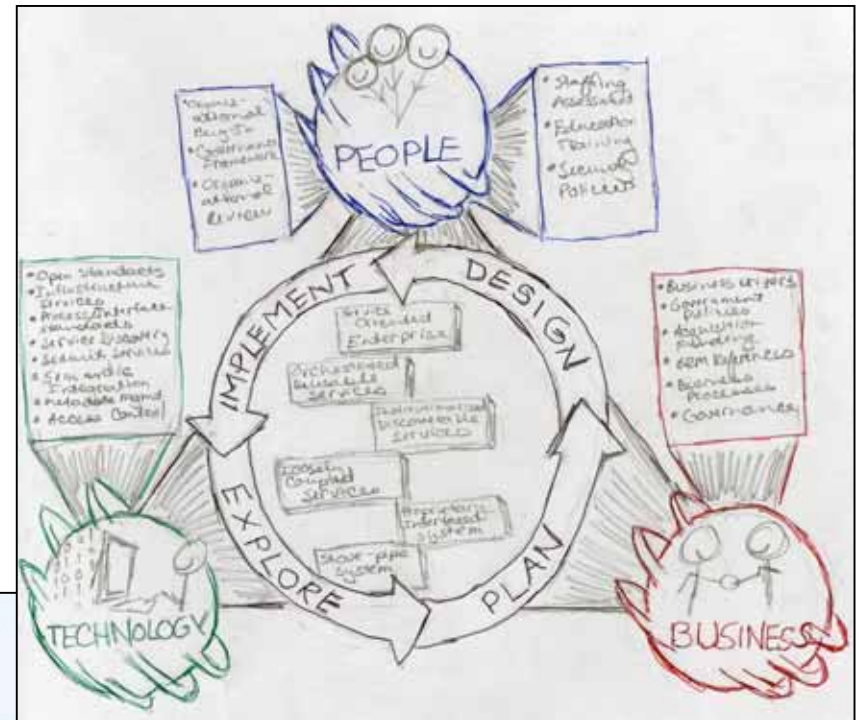
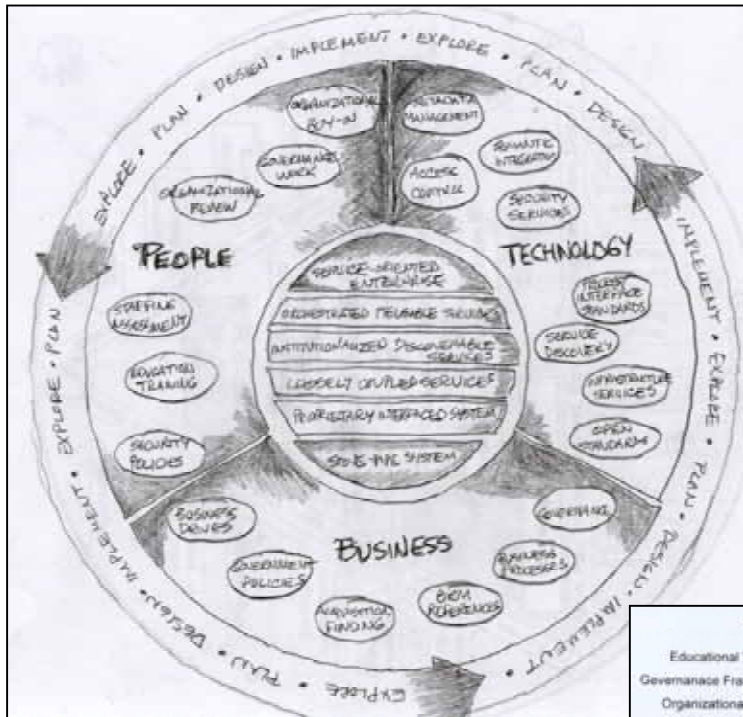
www.dsai.com

When Example

- Service Oriented Architecture
- People, Technology, Business are framework
- Reference/echo logo
- Iterative Process
- Evolutionary/unique not revolutionary
- Used in many things: website, proposals, presentations, marketing materials
- Use company colors and fonts
–see style guide



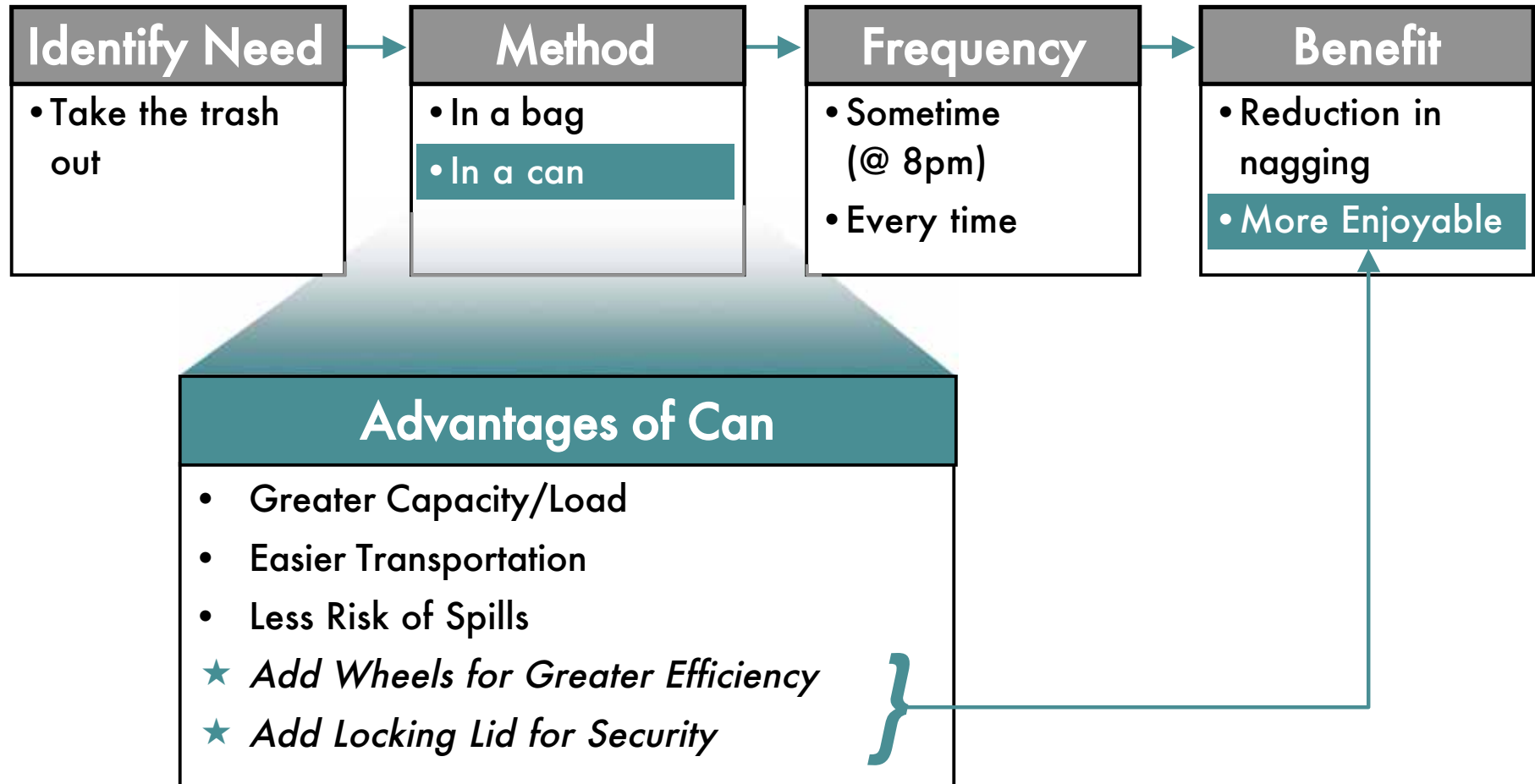
When Example



WHY?

- Know your discriminators AND show them
- What makes you different?
- What are your themes?

Why Example



HOW?



- Know how to present your information
- Professionally rendered?
- Done in PPT? Or Illustrator?
- Style guides?
- Specific Sizes?

Define Look and Feel

Style



Color



Font



Icon



Do you have a preconception?

Choose Your Design/Production Resource(s)



- You are the *expert* at what you do—your design/production resource(s) should be *experts* at proposal design and proposal production
- Things to look for when choosing a design/production resource:
 - Experience
 - Clear communicative design
 - Ability to handle the demanding schedule
 - Professionalism
 - An understanding of and ability to protect sensitive data
- Be sure the design/production resource is experienced in the following software:
 - Adobe Illustrator
 - Microsoft PowerPoint
 - Adobe PhotoShop
 - Microsoft Word and/or QuarkXpress and/or Adobe InDesign
 - Adobe Acrobat

Define Your Scheduling

- Assume an average of 4 hours/graphic *(includes revisions)*
- Assume an average 8 pages/hour for page layout *(don't forget to multiply total page count by the number of iterations)*
- Assume 1 graphic/page or slide
- Assume 1 page/minute for full color printing *(adds time for the unexpected)*
- Communicate your needs and timeline to your design/production resource *(defines scheduling, staffing, and manages expectations)*



Do-It-Yourself (DIY)

- Don't have a dedicated resource?
No problem!
- Use what you have:
 - PowerPoint
 - Copy/paste as WMF or export as jpgs
 - Word
 - Create WMFs in Word
 - Excel
 - Great for tables and basic flow charts
 - Visio
 - Extensive library of stock shapes/clip art



Questions and Answers



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