



Lessons from the Mouse

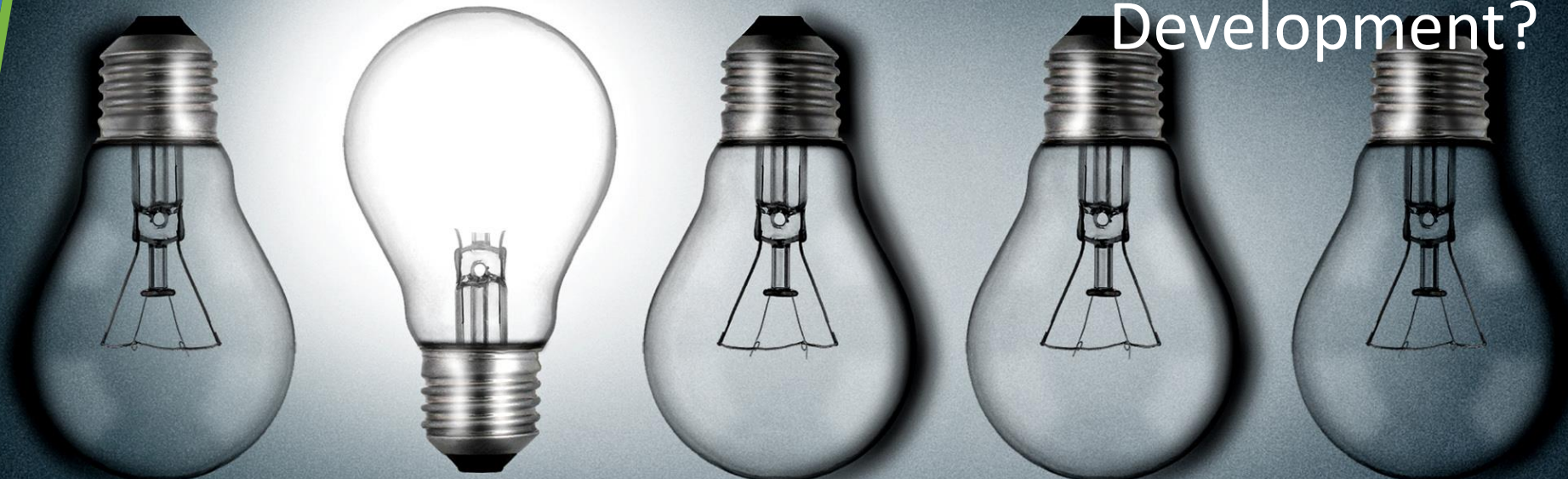
Adding Creativity to the
Proposal Lifecycle to Impact
Evaluators

Date: October 2022





Why Do We Need Creativity in Proposal Development?





The Four “C”s of Proposal Development





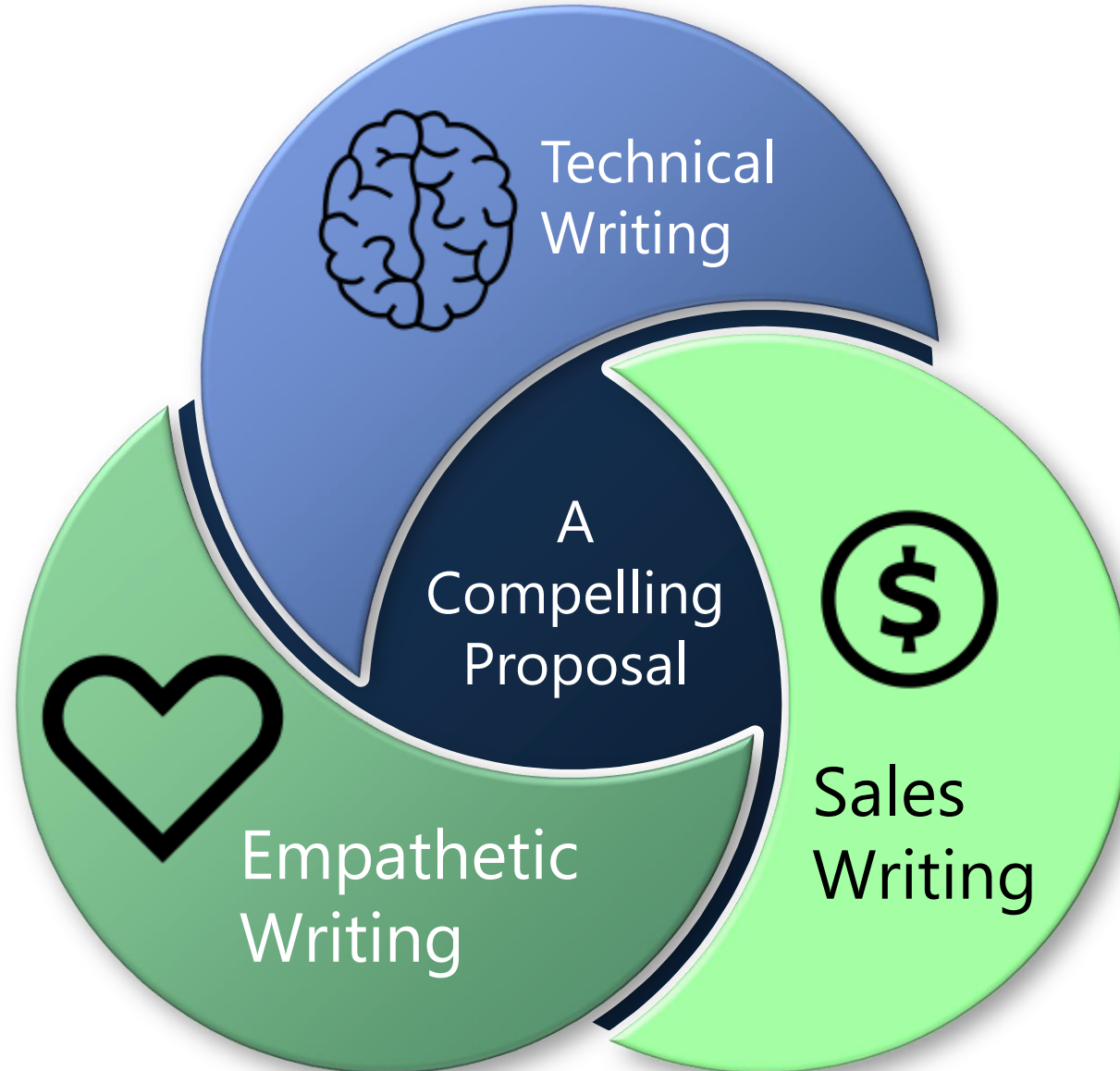
The Four “C”s of Proposal Development





How Do We Create a Compelling Proposal?





Using Creative Inspiration to Make an Empathetic Connection



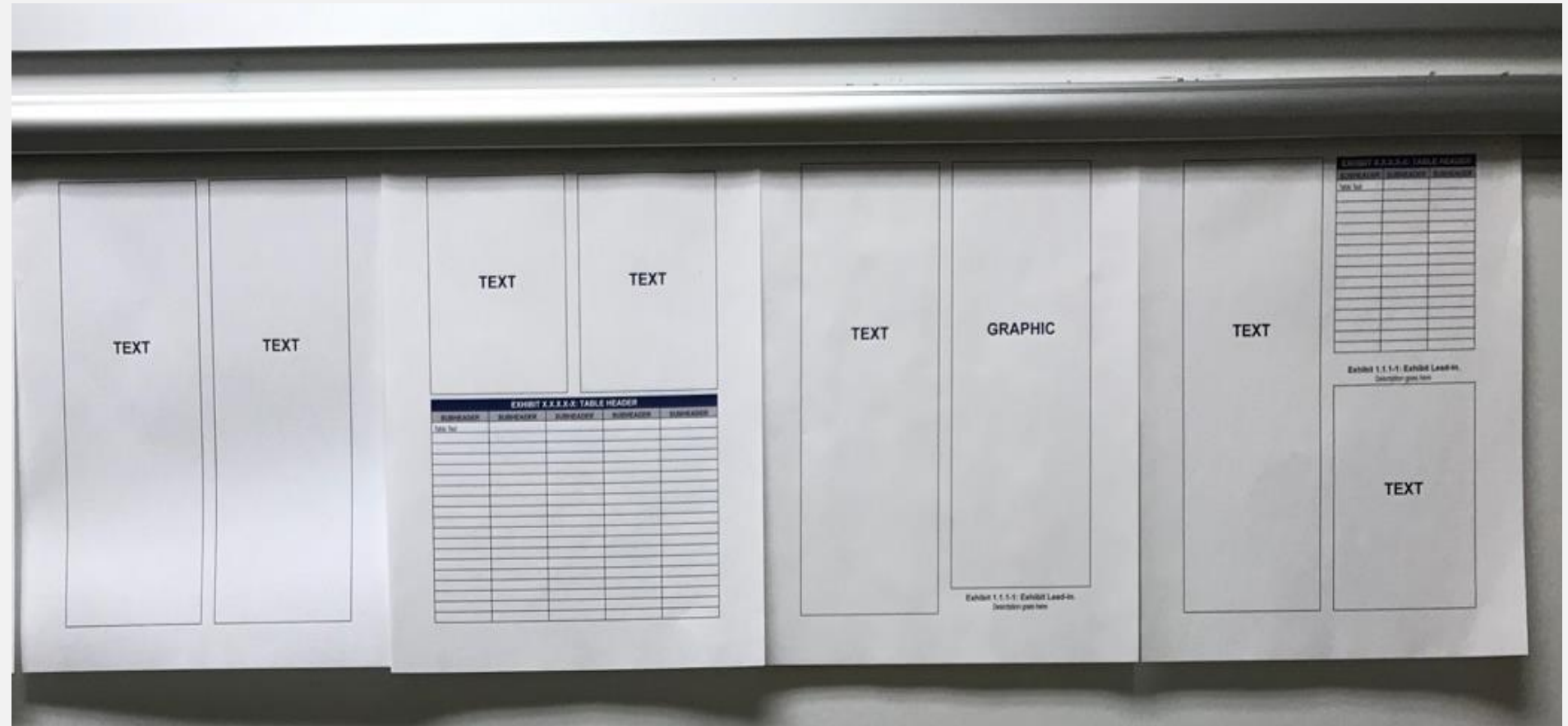
Areas of Focus

- Storyboarding
- Content Creation
- Proposal Reviews

Storyboarding in Proposal Development

- **What are we trying to accomplish?**
- **What are the key ideas we wish to include?**
- **How do we set the stage for empathetic content creation?**

Two Types of Storyboarding



Two Types of Storyboarding



1.0 SECTION TITLE (DONE AT THE APPROPRIATE LEVEL)

Key Issues/Hot Buttons/Critical Program Success Factors:

- Issue 1 and overview of how we solve it
- Issue 2 and overview of how we solve it

Our Approach:

- Step 1
- Step 2
- Step 3 (etc.)

Benefit of Our Approach:

- Benefit 1
- Benefit 2

Substantiation:

- Proof Statement 1
- Proof Statement 2

Takeaway Callout Box

Use this space to write up the key strength of our approach, the benefit to the customer, and a summary of substantiation




Figure 1. Penguins At Play. *Use the action caption to explain the key benefit or takeaway of the graphic.*

Use or disclosure of data contained on this sheet is subject to the restriction on the title page of this proposal or quotation.

Commented [KAS1]: As you go through your document, make sure you look at the allocated page count. This is the level of detail you should go to here – whatever your anticipated page count is should be the approximate length (+/- .5 pages) of this section.

Commented [KS2]: One of the ways we can gain additional points in evaluation is by highlighting how we exceed the requirements. Looking at our proposed solution to this section, are there any things we can highlight that allow us to accomplish work quicker, more accurately, cheaper, etc.? If so, use the callout box to highlight how our approach helps us exceed the requirements and provide the benefit (speed, accuracy, reduced cost, etc.). Quantify the benefit as much as possible.

Commented [KAS3]: In 1-2 bullets, explain what the customer's main challenge(s)/hot button(s)/critical program success factor(s) for this section is. Does anything keep them up at night? What will they point to as the key successes of this program? How does this section, and what we need to do in relation to it, help address that problem? Also, you may talk about some of the technical challenges and risks of doing the type of work being discussed within the Government or specific client environment.

Commented [KAS4]: Approach
In several bullets, describe HOW we are going to do the work. Describe the steps we're going to take, the processes we're going to use, the tools we're going to apply, the analysis we'll perform, etc. Description should include how we're using the team members and key personnel capabilities, if applicable.

Commented [KAS5]: Benefit
A benefit answers the question "why should I care?" These should be focused directly on the customer's needs - what about this benefit will reduce risk and/or answer the specific needs of the customer?

Commented [KAS6]: Substantiation
This is the proof that we can deliver the benefit. Substantiation can be specific metrics gained from our approach (reduced time in delivery, increased effectiveness, etc.). It can be an example of how we used this approach on a previous effort and the specific benefits gained by that customer (deliverables produced, cost savings, increased effectiveness, met/exceeded metrics, etc.).

Content Creation



Storytelling Basics



Introduction





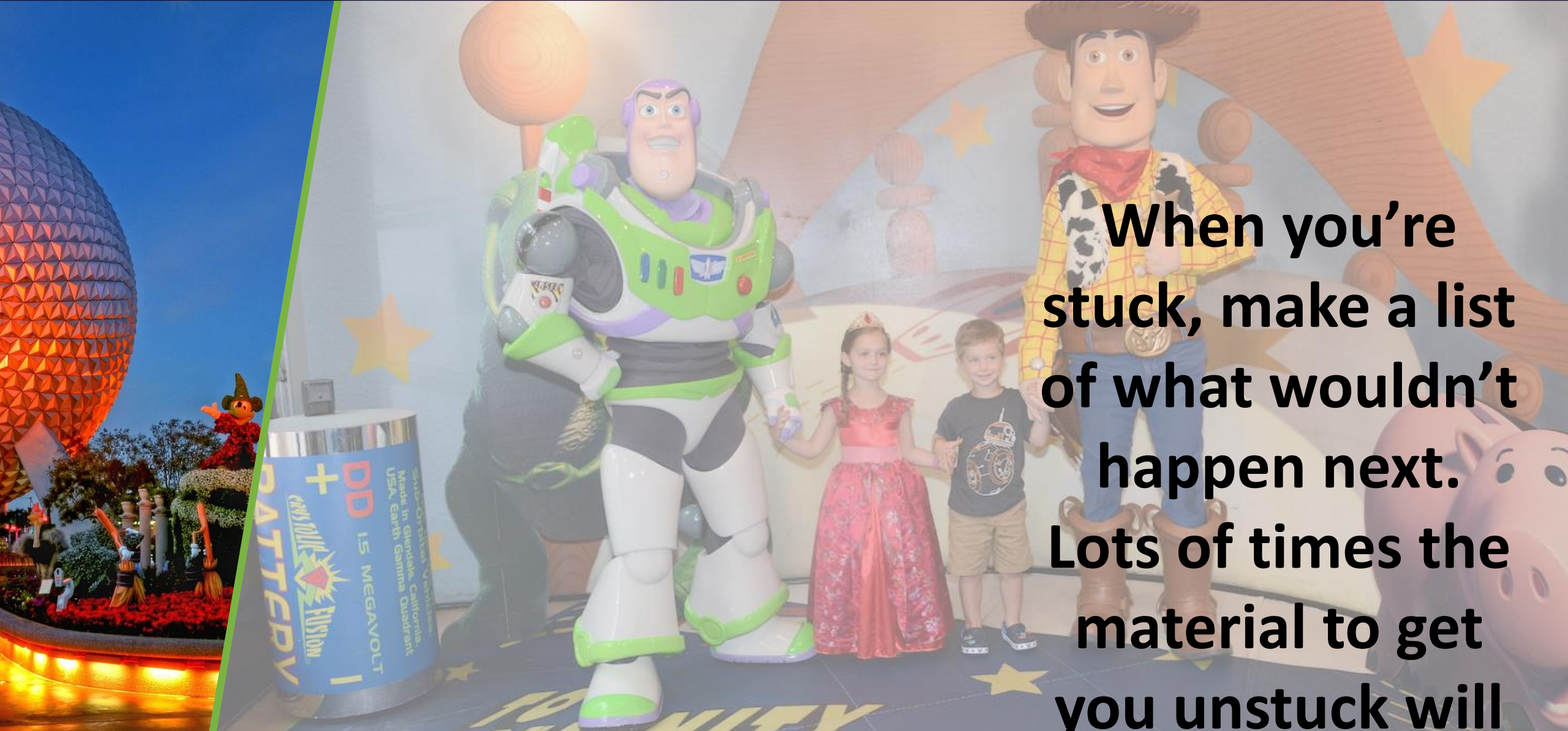
Approach



**What's
Interesting to You
as an Audience,
not What's Fun
to do as a Writer.**



Simplify. Focus.



When you're stuck, make a list of what wouldn't happen next. Lots of times the material to get you unstuck will show up.

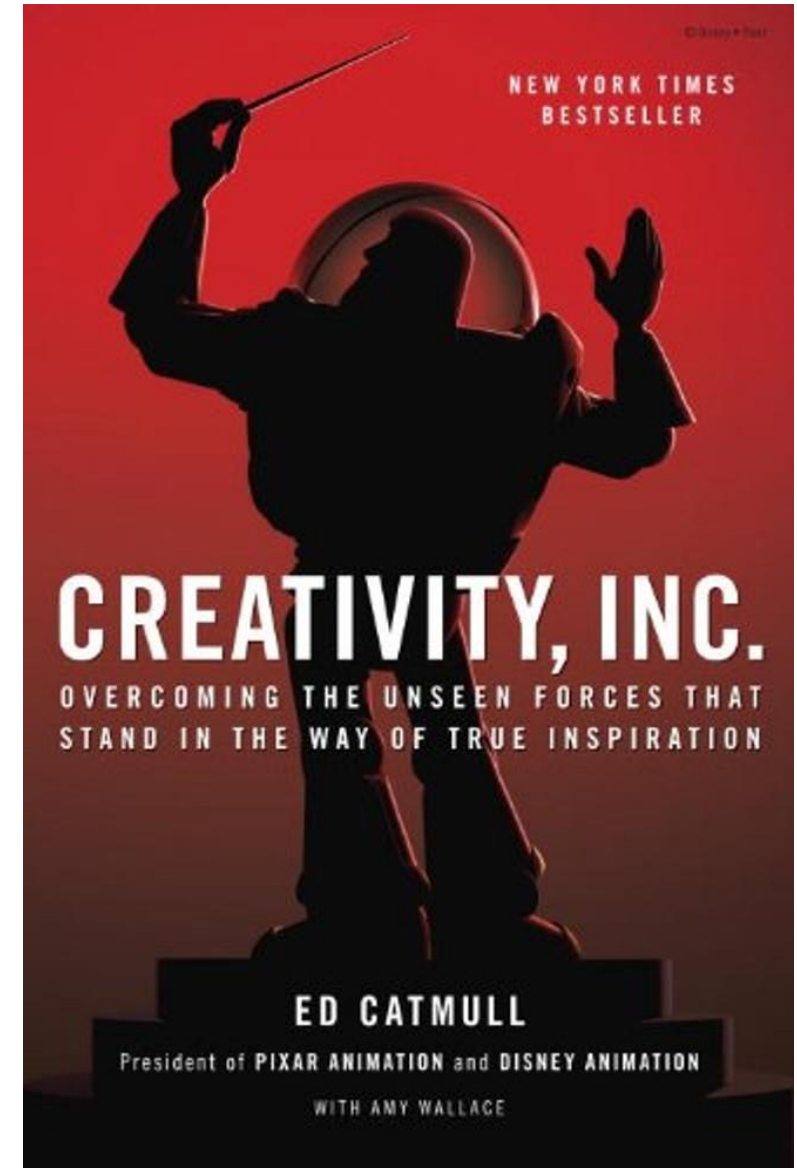
Benefits





Substantiation

Overview of Reviews



Conclusion



To learn more, pick up my new book, *Keys to the Castle*, available **now** for Kindle and in paperback.

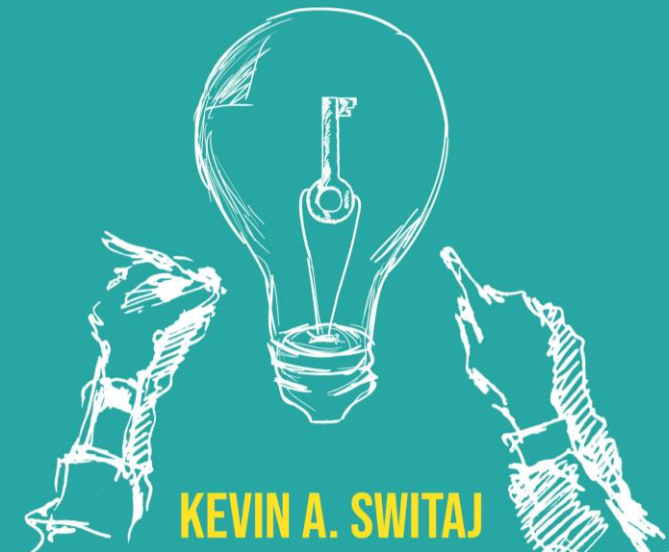
Visit

<https://keys.bzopportunity.com>

for more information.

KEYS TO THE CASTLE

Building Empathy and Creativity
into Bid Processes



Kevin A. Switaj, PhD
CP.APMP
President and CEO



@DrSwitaj

@BZOpportunity



Kevin.Switaj@BZOpportunity.com