

Microsoft Copilot and AI and Implications for Proposal Development

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About the speakers

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- Full time contractor with Microsoft's Proposal Center of Excellence (PCoE) since 2020
- Shipley Vice President of Innovation (2023)



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- Senior Vice President of Strategic Services, Shipley Associates
- Board Member, APMP International Board (2023-2024)

Our conversation today

Disrupt

Microsoft Copilots will be transformative

Microsoft AI products & status

Adopt

Implications for proposal professionals

Adoption curve and pace of change

Adapt

Positioning yourself for success

Practical tips for organizations & individuals

- New era of software innovation, widely accessible
 - Reimagine
 - Simplify
 - Optimize
- Some of the powerful things Copilots can do:
 - Edit an open document
 - Summarize and synthesize information
 - Analyze and generate insights
 - Brings together data from across Microsoft 365, e.g., calendars, emails, chats, document

Microsoft 365 Copilot in Word



Copilot

Minimalist Architecture

Minimalist architecture, one of the most prominent offshoots of this philosophy, champions clean lines, geometric shapes, and a limited color palette, often favoring neutrals. Simplicity and functionality are its hallmarks, as architects strive to create uncluttered spaces that offer both visual appeal and practicality.

Minimalism as a Lifestyle



Beyond aesthetics and the arts, minimalism has also evolved into a lifestyle. Minimalist living advocates for decluttering physical spaces, reducing possessions to the essential, and living intentionally. This lifestyle

Draft with Copilot

Write a paragraph about minimalistic architecture

49/2000

Generate

Reference a file

Inspire me

favoring neutrals. Simplicity and functionality are its hallmarks, as architects strive to create uncluttered spaces that offer both visual appeal and practicality.

Minimalistic architecture is a style of design that emphasizes simplicity, clarity, and functionality. It aims to reduce unnecessary elements, such as ornaments, colors, and textures, and focus on the essential forms, materials, and spaces. Minimalistic architecture often uses geometric shapes, neutral tones, natural light, and open plans to create a sense of harmony, order, and spaciousness. Some examples of minimalistic architecture are the Villa Savoye by Le Corbusier, the Farnsworth House

Write a paragraph... < 1 of 1 >

AI-generated content may be incorrect

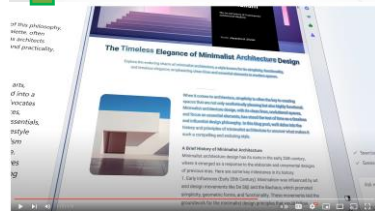
Keep it



E.g. make this draft more formal...



Watch video later



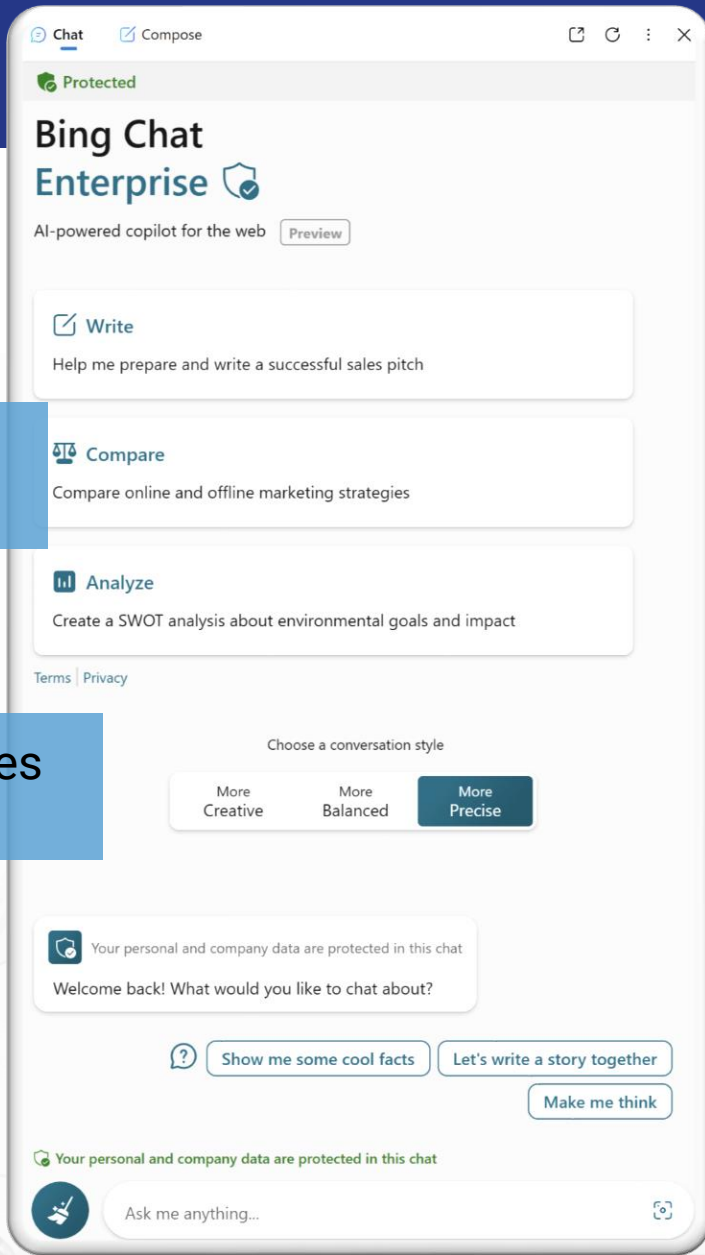
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Bing Chat Enterprise



AI-powered web chat with search

Combines generative AI capabilities of Bing Chat with data protection



How Bing Chat Enterprise works with your data using GPT-4

Watch video later



May-June

February

Bing Chat available in public preview

July

May-June

Microsoft Copilots in early access program

February

September

July

Bing Chat Enterprise available in public preview

May-June

September-November

September

Microsoft Copilot Copyright Commitment announced

July

September-November

Microsoft 365 Copilot, Windows Copilot, and Teams Copilot release

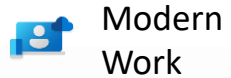
September

A Few More Details

Disrupt

SOLUTION AREA

COPILOT



Modern Work

- **Microsoft 365 Copilot** | [Preview](#)
- **Bing Chat Enterprise** | [Nov. 1 for Enterprise customers](#)
- **Windows Copilot** | [Beginning Sept. 26](#)



Business Applications

- Copilot in Power Apps | [Preview](#)
- Copilot in Power Automate | [Preview](#)
- Copilot in Power Virtual Agents | [Available](#)
- Copilot in Power Pages | [Preview](#)
- **Microsoft Sales Copilot** | [Preview](#)
- Copilot in Dynamics 365 Field Service | [Preview](#)
- Copilot in Dynamics 365 Customer Insights | [Preview](#)
- Copilot in Dynamics 365 Business Central | [Preview](#)
- Copilot in Dynamics 365 Supply Chain Center | [Available](#)

SOLUTION AREA

COPILOT



Digital & App Innovation

- GitHub Copilot | [Available](#)
- GitHub Copilot X | [Preview](#)



Data & AI

- Copilot stack with Azure AI | [Available](#)
- Copilot in Power BI | [Preview](#)
- Copilot in Microsoft Fabric | [Preview](#)



Security

- Security Copilot | [Preview](#)

RESEARCH

Gather and assess source materials from the web **4x faster than web browsing.**

Generate 5 possible hot buttons of my customer based on news articles, press releases, industry blogs, etc. Summarize rationale and how we might address them with our solution.

Send

Accelerating Proposals with Bing Chat Enterprise

Disrupt

ANALYZE

Digest documents **6x faster than reading.**

Read my RFP and generate a timeline of all procurement dates it references, identifying possible mistakes and discrepancies in the RFP.

Send

Accelerating Proposals with Bing Chat Enterprise

Disrupt

PLANNING

Develop outlines, schedules, storyboards, and other plans **10x faster than working them out manually.**

Based on the RFP sections M and L, create an outline that optimizes ease of evaluation and compliance with instructions.

Send

DRAFTING

Useful content with minimal editing and massaging. **8-16x acceleration drafting excellent content.**

Create a short answer response to this technical feature question with citations to full documentation on the web.

Send

EVALUATING

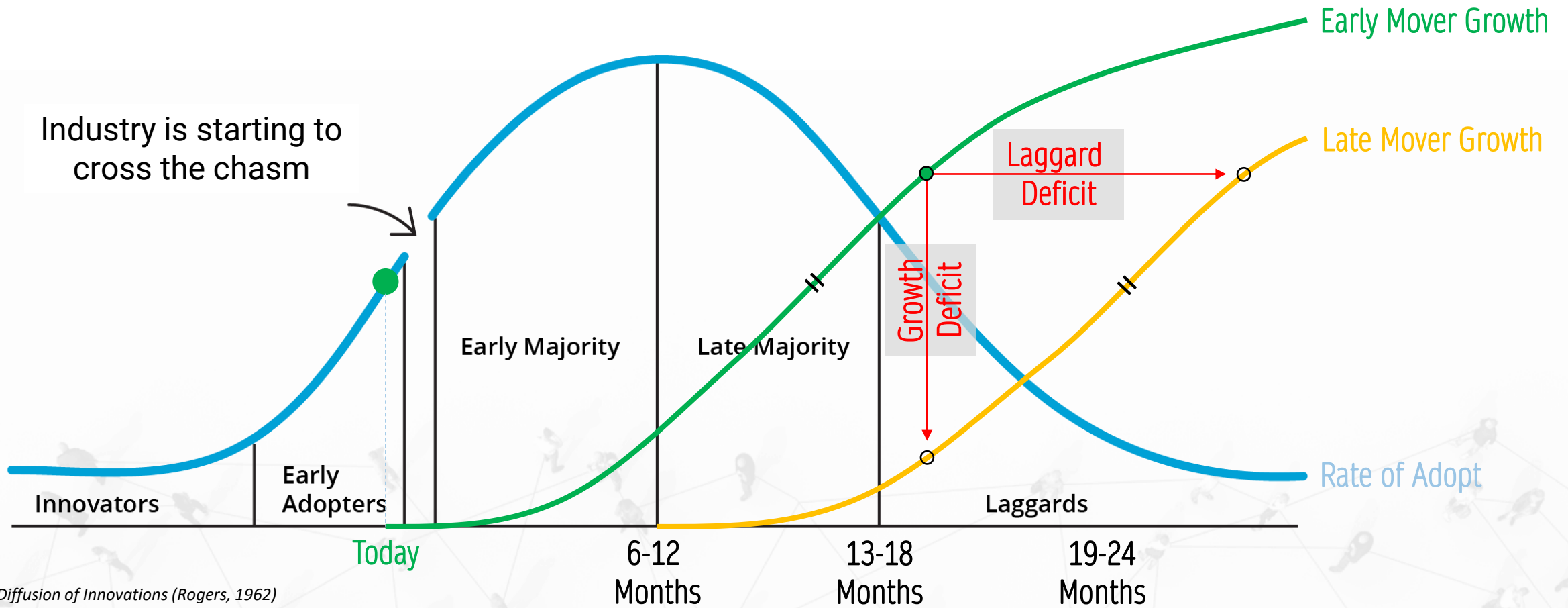
Fast scoring and qualitative feedback on proposal drafts. **2x faster individual reviewing or like having 20% more Red Team reviewers.**

Based on the RFP's evaluation criteria, how does this section currently score as written, and what improvements do you recommend?

Send

Where are we now?

Adopt

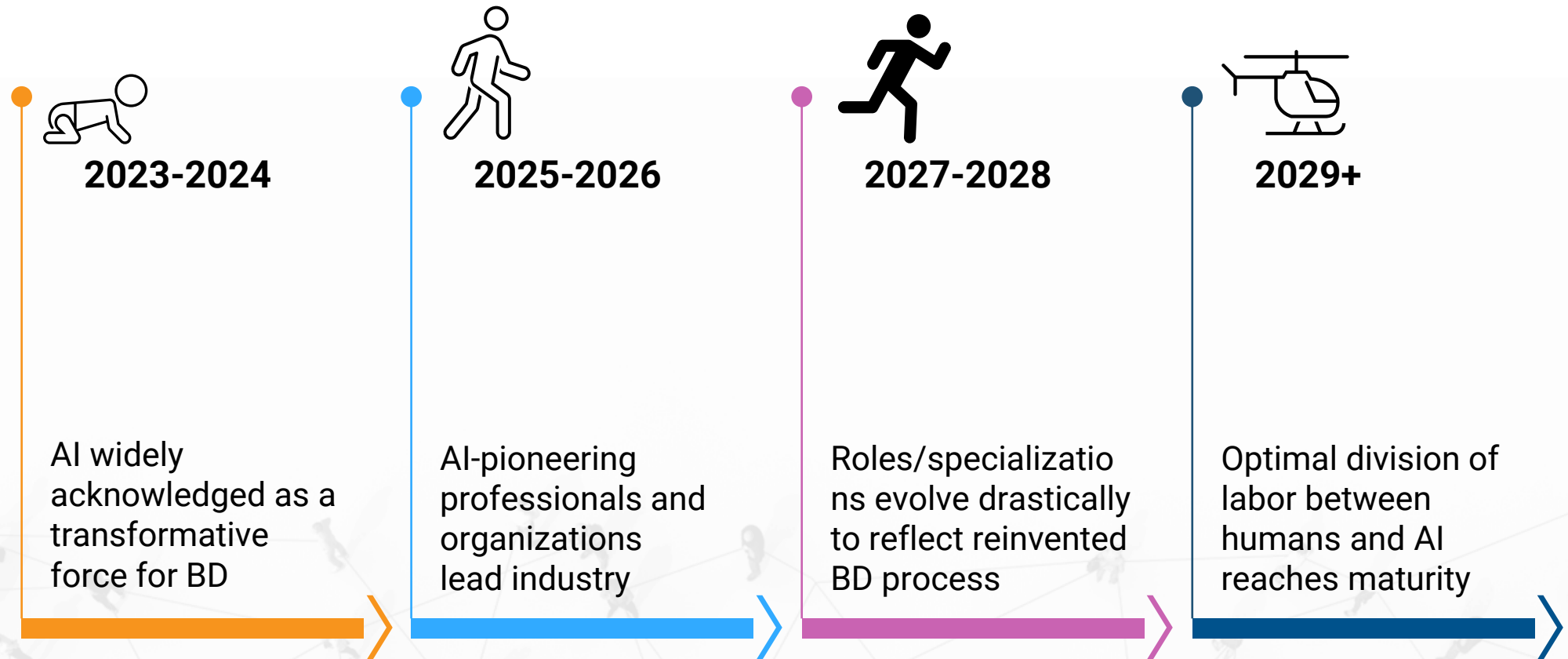


Law of Diffusion of Innovations (Rogers, 1962)
Crossing the Chasm (Moore, 1991)
Rewired (McKinsey, 2023)

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How BD with AI may progress

Adopt



BD.ai Approach
The basic question preceding the conceptualization of this text is, "Can AI write a proposal writing expert product/service." And you

The BD.ai primer on artificial intelligence has three aims

Shipley BD.ai Primer: ARTIFICIAL INTELLIGENCE
Understanding AI in Capture and Proposals
WINNING STARTS HERE.

Feedback Cycle: Identify Need → Define Parameters → Draft RFP → Final RFP → Review RFP → Final Board

Key Concepts: AI and human BD, acceleration cycle of quality inputs and savvy prompting, feedback cycle naturally aligns AI's and humans' strengths for effective work.

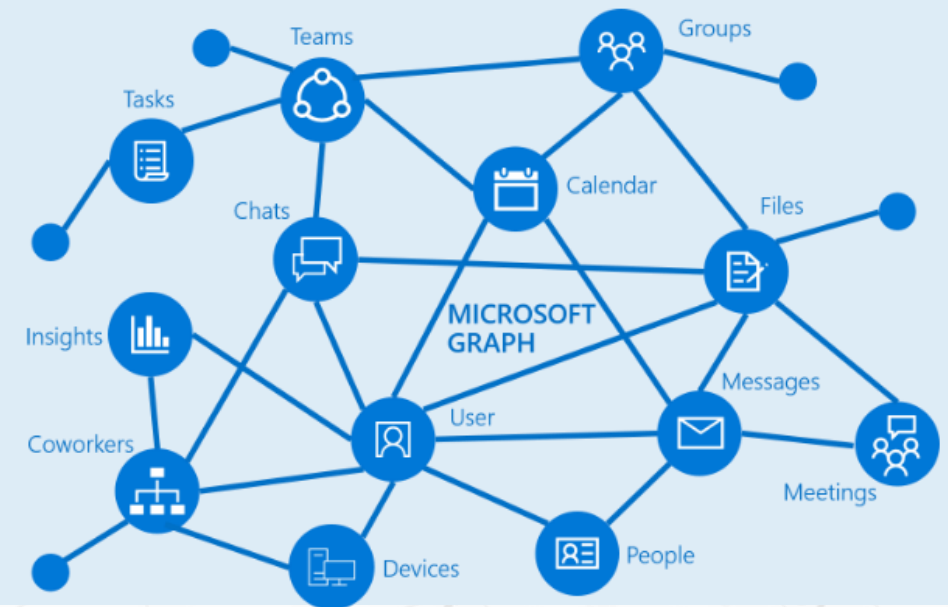
Organizations: prepare for BD.ai by preparing for Copilot.

Adapt

Microsoft Graph connects your productivity tools

Copilot utilizes this graph to provide optimal assistance

Using tools as intended such as chats vs. email enhances AI effectiveness.



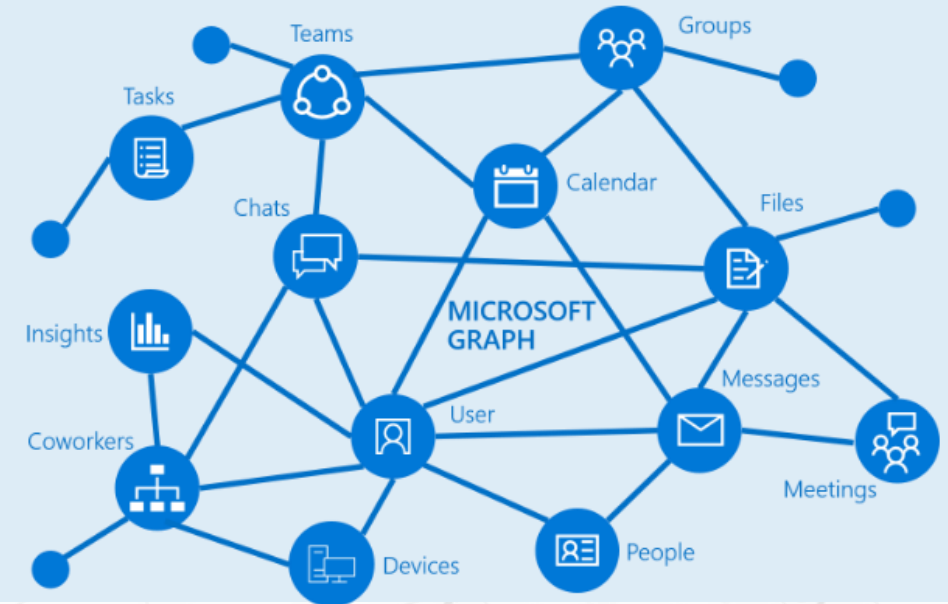
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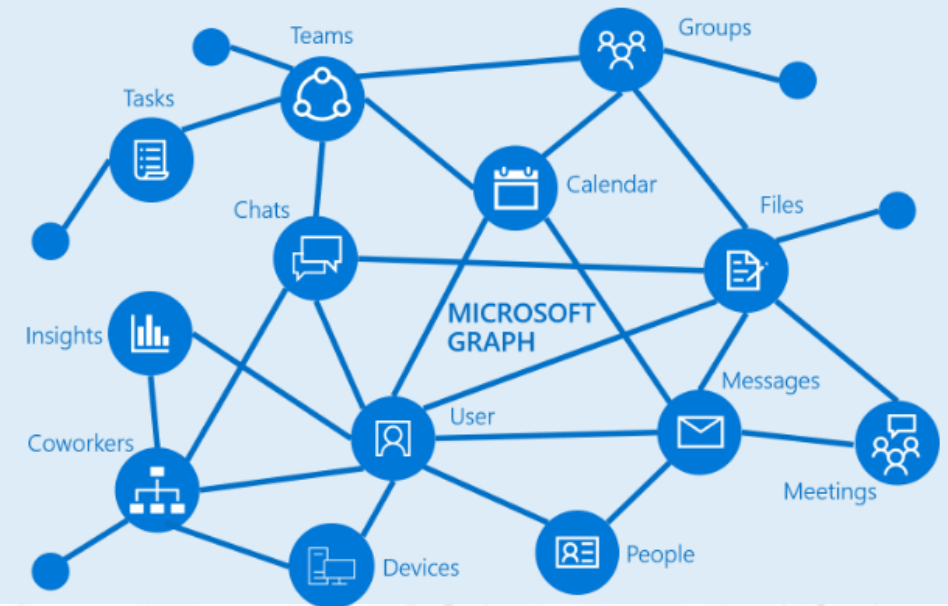
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Microsoft Graph connects your productivity tools

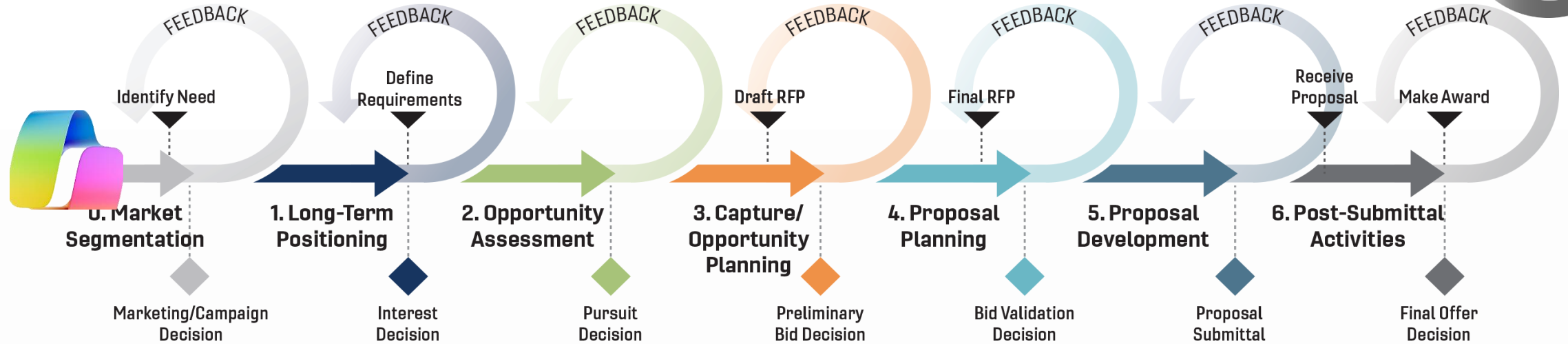
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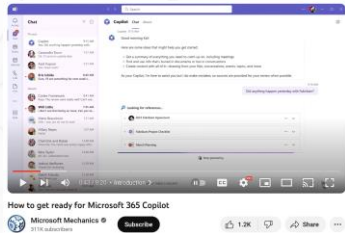
Adapt



BD.ai accelerates and links BD phases with AI techniques



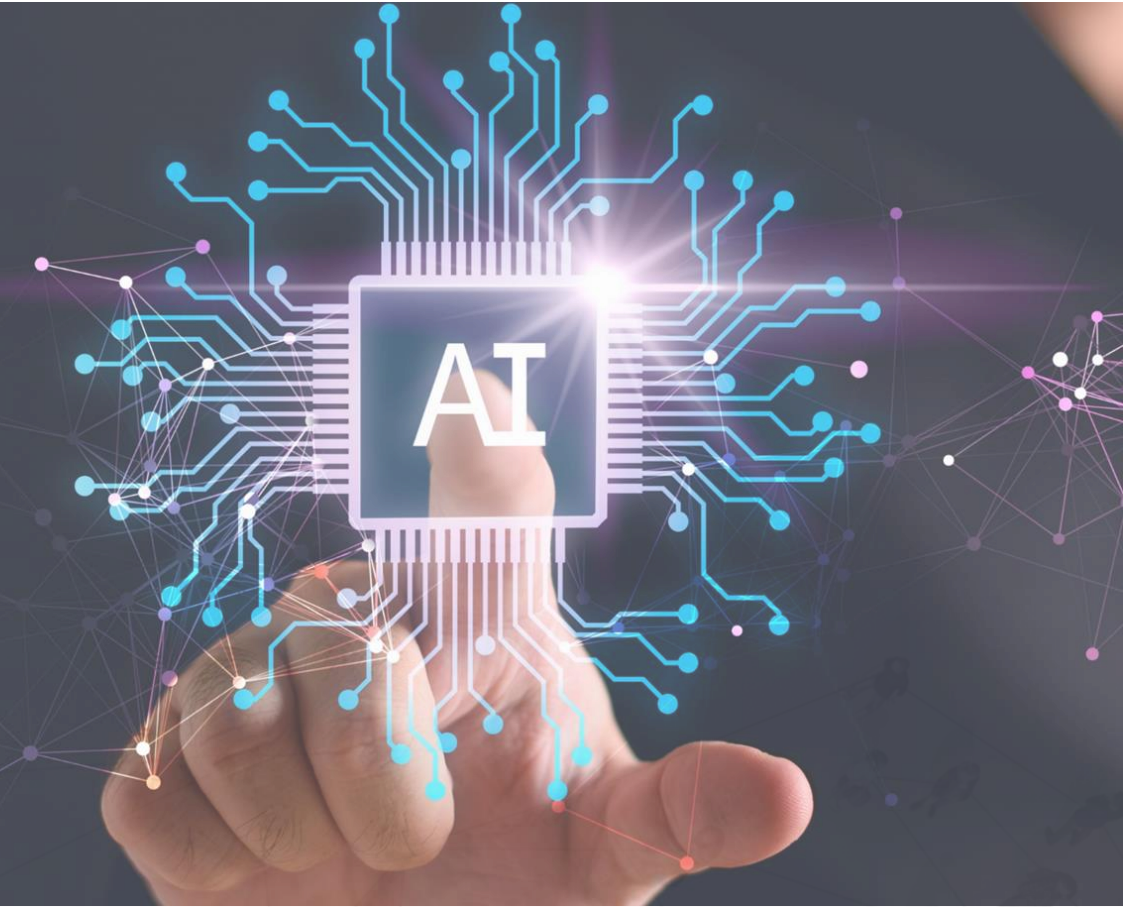
Watch video later



Professionals: 5 things to do this year...

Adapt

1. Stay current on AI news
2. Try AI in a proposal and develop a repeatable technique for future proposals
3. Practice the new conversational mindset with AI
4. Change an IT bad habit you have
5. Hone your uniquely human skills



Conclusion

Disrupt

2023 has shown AI is here and will likely change our lives.

Adopt

Strategically, there is still time to truly catch the first wave and beat laggard competitors.

Adapt

The future is unwritten—don't underestimate your individual voice in how AI unfolds.