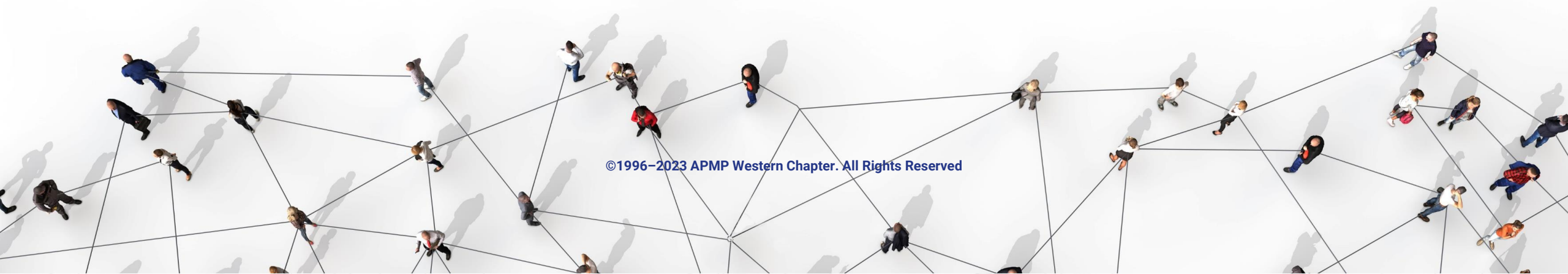




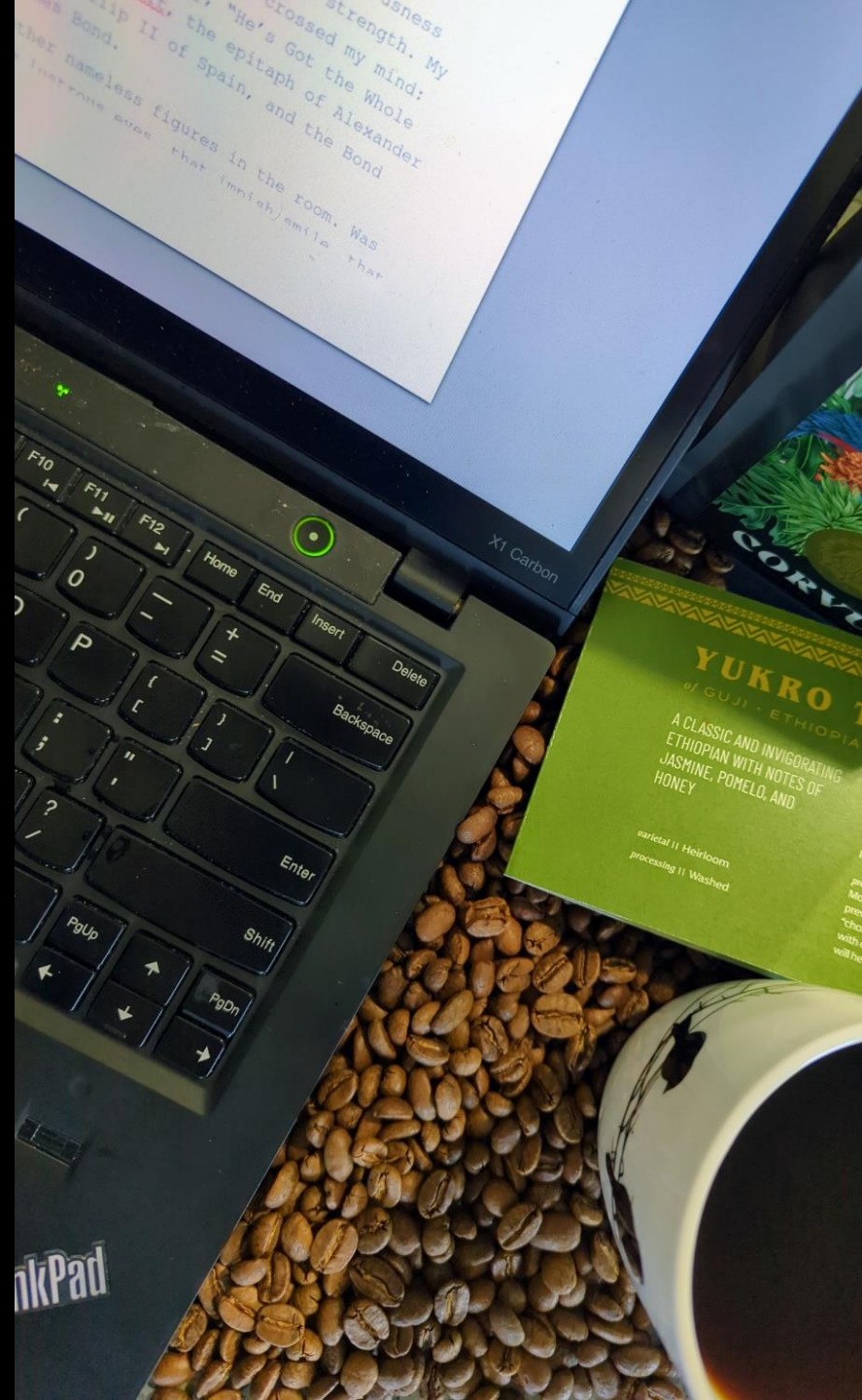
Whiteboarding Your Win Themes

Tobin Spratte, CP APMP

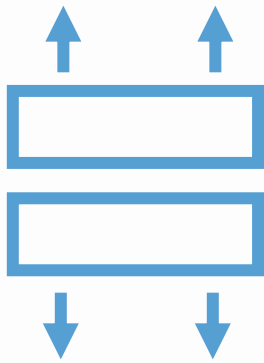
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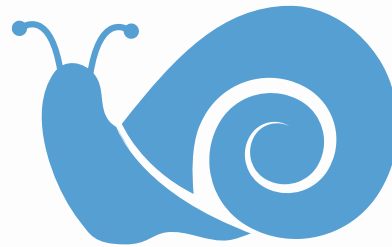
About me



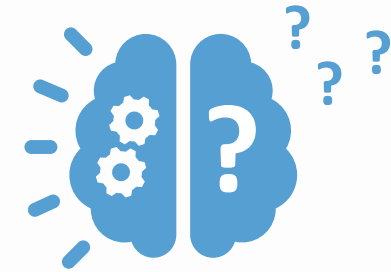
Common Issues



Proposal lacks cohesive, coherent win themes



Obtaining information from emails and isolated conversations is slow

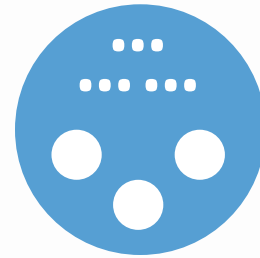


Unguided input is irrelevant, inaccurate, or contradictory

Common Issues



Roundtable discussions dominated by a few outspoken team members

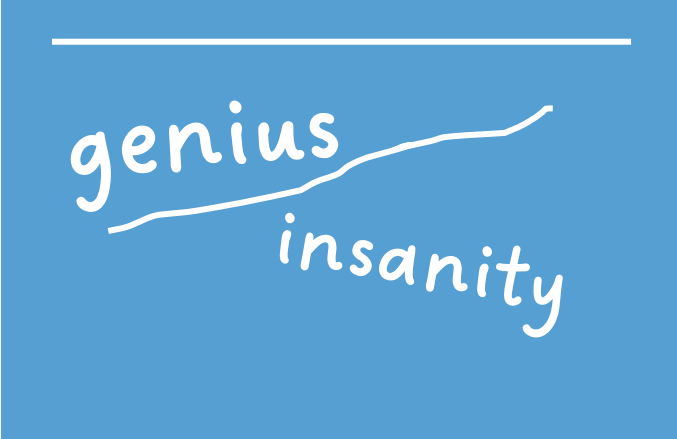


Clients sent generic qualifications developed from boilerplate



In-person war rooms costly and not pandemic proof

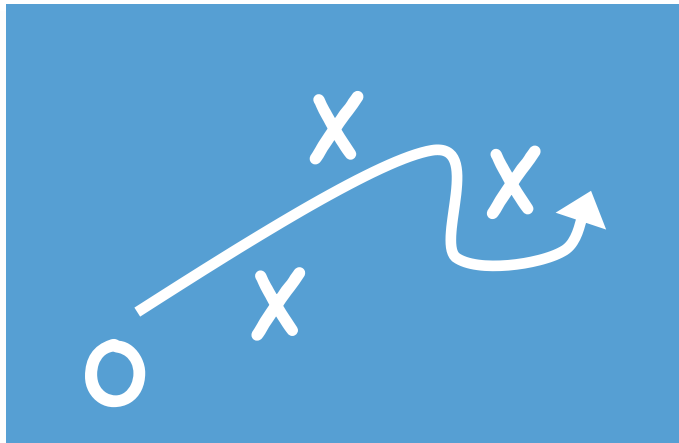
Exercise useful for



genius
insanity

- Quickly garnering ideas from myriad voices
- Brainstorming win themes in real time
- Ensuring win strategy resolves client concerns
- Aligning technical approach with qualifications
- Identifying discriminators and proof points

Preparing for the Strategy Session



- Schedule session when you are ready, not when convenient
- Session leader must come thoroughly prepared
- Include someone directly connected with client
- Participants understand key technical issues in advance
- Participants have access to virtual whiteboarding software

Software for whiteboarding



Pink = challenges

Purple = ideas/solutions

Green = value, client info

Current conceptual site model might be incomplete or flawed

Selected remedy may not be the best solution for the problem

Selected remedy may not be appropriate for setting remedial objectives

Do not have the RFP details yet.

Not the approach but we still have to propose on it

Incumbent consultant with years of site experience.

Other bidders may have a stronger local presence (less travel)

Difficult to characterize off-site plume due to access restrictions (e.g., right-of-way)

Accurate costing if the remedy doesn't happen for a year or more

Extensive knowledge gained during CUA review process.

Reasonable, phased/stepwise approach to PDI to contain costs

Phased/stepwise approach to remedy implementation (possibly)

Stay true to RFP - avoid significant changes that may increase costs

Technical approach: could be or how?

How open will client be for alternative remedial approach?

HCS - strong construction quals that others may lack.

Will metals be an issue, and if so, which ones and how much?

Reopening for PRB would require EO SD

Is GW here naturally reducing or oxid? Will ISCR be "fighting" against the natural subsurface?

Groundwater divide

Experience with ISCR and soil excavation in tandem

Selected remedy (ISCR) may have difficulty in being installed in streets - do we need street opening permits, flaggers, etc.

Sound VI approach will be key - limiting Messer's liability

Not sure if a new VI investigation is being proposed

VI CSM incomplete

Public outreach/relations may be an issue with residential VI, and something we can help with

Emotional intelligence for interacting with regulators and adjacent neighborhood

Need to make sure remedy provides the most benefit and achieve remedial goals

we are original developers of NJDEF VI guidance

we advocated on behalf of CCNJ for industry during recent VI indoor stds

Decades of VI expertise and experience in NJ

we can provide better data reduction for VI and MLE due to our indoor air background expertise

Strong relationship with attorney... who does not appear to like incumbent

Does Messer care or want to know about PFA?

EA Engg - does not have local NJ office

May be able to partner with external contractor to support design and installation

May be able to buy amendments directly from suppliers for man-upshot savings. For instance, AOC supplies a similar product to Plume Stop/Fluorocarb

if an alternative remedy is recommended, we can highlight our regulatory negotiation experience

Cost will be a factor

Decision maker: Phillip Sieber (Messer) Values: 1) Cost 2) Cost savings

Decision maker: John Cermak (Counsell) Values: 1) "Out-of-the-box" thinking 2) Ability to push back on EPA

Focus on major risks, not every little thing that can go wrong

We can review available data and propose a reasonable remedy alternative

Selected remedy may not be appropriate for setting remedial objectives

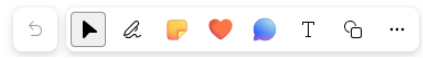
we coauthored the mitigation chapter

National expertise in VI


we are original developers of NJDEF VI guidance


we advocated on behalf of CCNJ for industry during recent VI indoor stds


Decades of VI expertise and experience in NJ




Templates


 Recommended


 My templates


 Shared with me


 Brainstorming

 Problem solving

 Design and research


 Strategy

 Project planning

 Retrospective

 Games

 Workshops

 Learning

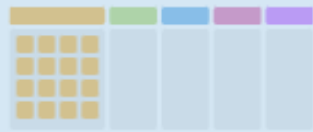
Show for new whiteboards

 Search all templates

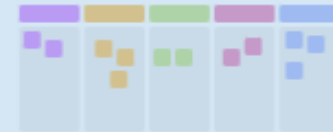


Recommended

Start with blank canvas



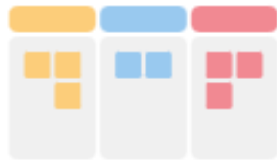
Affinity diagram



Topic Brainstorm



Where in the world



Daily stand-up



Moodboard



Cause and effect diagram



Jobs to be done



Quick retrospective



Cost/benefit analysis

Padlets are visual boards for organizing and sharing content

- 1 Every padlet begins as a **blank slate**.
 - 2 You **add** text, image, video and more.
 - 3 Then **share** the padlet with others who do the same.
 - 4 **Collaborate** to create something beautiful.
-

Interactive Improvisation

Whiteboard Time

Lessons learned

Sometimes helpful to populate board with background information about client or hot buttons

Great tool for capturing ideas, but what do you do with them—how do you translate the ideas and data into win themes or action items?

All opinions are valued, but not all information is accurate, not all ideas are good

LESSONS
LEARNED

Win themes can become stale when clients delay RFPs

Not all participants adept with technology or willing to try new tools