Dr. Jack Bailey, Managing Director

- Business Development (BD) professional and business educator; 20 years experience

- Former Vice President of BD for Pacific Architects and Engineers (PAE) and DynCorp International – both now divisions of Amentum

- CF APMP and Shipley Associates Certified Professional Capture Manager (CPCM)

The Kyle Group LLC

- The Kyle Group LLC (TKG) is a BD analysis and executive level training company

- We employ our proprietary *BD Forensics(SM)* methodology for conducting a holistic analysis of the BD function

- TKG provides organizational solutions and leader training on organizing, resourcing, planning and executing the BD function

What are Capture Tools?

- They <u>are</u>
  - Resources for *organizing data, conducting analysis* and *creating solutions*
  - Usually graphs, charts and tables
  - Enablers for financial modeling, comparison analysis and process development   💡 ***Quick Tip #1: Processes include Transition-in, Task Order Management***

- They <u>are not</u>
  - The gate, step or milestone briefing
    - The briefings <u>communicate the information</u> to leadership
    - They may include images of the tools as part of it

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Why are they necessary?

- Develop solutions fully
  - Initial; and
  - Refinement 💡 *Quick Tip #2: pWIN Calculations are dynamic*

- Standardize BD processes (repetition increases quality)

- Provides artifacts that can be used for analysis

- Effective contract transition

Examples (Analysis)

Probability of Win Calculator

Competency Match	
C1 We do similar work	1
C2 We have access to operational expertise/talent	1
C3 We have teammates/suppiers who can support	1
C4 We have the operating systems/credentials	1
C5 We have the tools/equipment/etc.	1
Past Performance Match	
P1 We've worked for this customer previously	1
P2 We've worked for this end user previously	1
P3 Our performance is recent (3 years)	1
P4 Our performance is relevant (per Section L/M)	1
P5 Our CPARs are complimentary	1
Business Development Preparation	
B1 We responded to the RFI/sources sought	1
B2 We atrtended the industry day	1
B3 We received/reviewed the draft	1
B4 We conducted a pursuit decision brief	1
B5 Our forecats of the RFP date was correct	1
	15

No Bid	Evaluate	Bid
0-15	16-30	31-45

Purpose: Calculating the probability of winning the effort

Difficulty Calculator
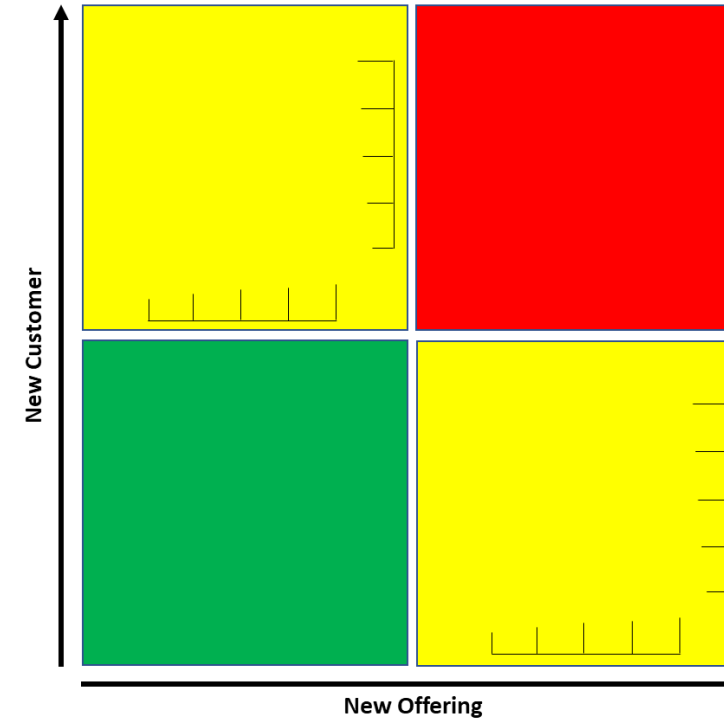
Purpose: Calculating the pursuit difficulty; sometimes called an "adjacency chart"

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Example (Solutioning)

Business Case R&O Summary

CLIN	ITEM	Period	Remark
CLIN X01			
CLIN X02			
CLIN X03			
CLIN X04			
CLIN X05			
G&A			
OVHD			
Fee			
Total Impact			

Risks	Mitigation	Opportunities	Required Action(s)

Purpose: Different from the bid case, its used to organize the key financial aspects of a program; the risks and opportunities and actions steps required.

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Systemic Challenges

- Tools aren't always addressed in policy

- Multiple variations of tools

- Capture is "slide deck centric"; few supporting artifacts exist

- Usually static and/or late stage

- Single sourced, and not always the right one

Recommended Best Practices

- Standardize them

- Include tools in the BD policy

- Train their use 💡 *Quick Tip #3: pWIN Calculations are done on yourself <u>and</u> each competitor*

- Provide a document control method to archive them

- Enforce their <u>full usage</u>; Quality Control

- Collaboration

Capture Tip

- Gate/Step/Milestone Deck companion document

- Excel spreadsheet is one method

- Tabbed and pre-loaded with templates

- Capture is standardized and repeatable

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Capture Tip

		Strengths	Remarks
		1)	
		2)	
		3)	
S	W	4)	
		Weaknesses	Remarks
		1)	
		2)	
		3)	
		4)	
		Opportunities	Remarks
		1)	
		2)	
		3)	
O	T	4)	
		Threats	Remarks
		1)	
		2)	
		3)	
		4)	

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> | 1- SWOT Analysis | 2 - Gap Analysis | 3 - Risks Analysis & Mitigators | 4 - Difficulty Calculator | 5 - pWIN Calculator | 6 - Ca

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Questions

Thank You!