

Loopio

APMP
WRC2025



Future-Proof Your RFP Process

Embracing Change with Confidence



Today's Speakers



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Experience
Loopio

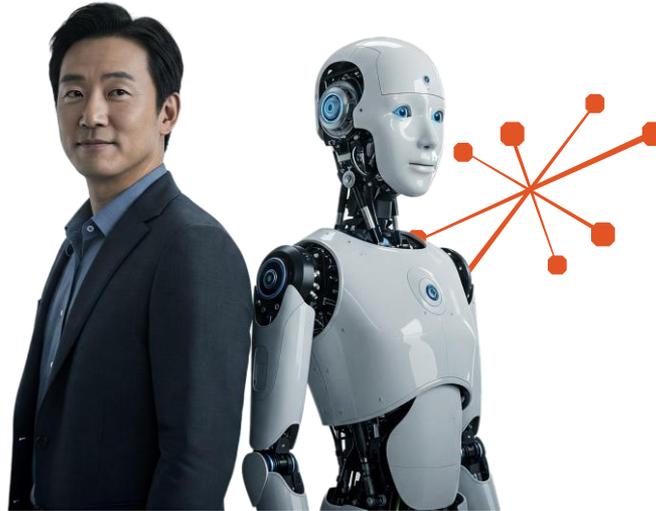


Maggie Garratt, CF APMP
Sales Response Manager
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Response Evolution

**Human
Collaboration**



**Technology
Integration**

Generated by 

...6 months ago!



QUESTION:

How many of you clearly understand
how AI is impacting your work
and organization?





Focus on your span of control:
managing change for **human beings**



How do we **apply principles** of change management to the **real problems** we face in response management in an era of AI turbulence?



1 Core Principles



Change Management

WHAT ITS NOT

- Project management
- Technical training or implementation
- A nice way to say *coercion*



Change Management

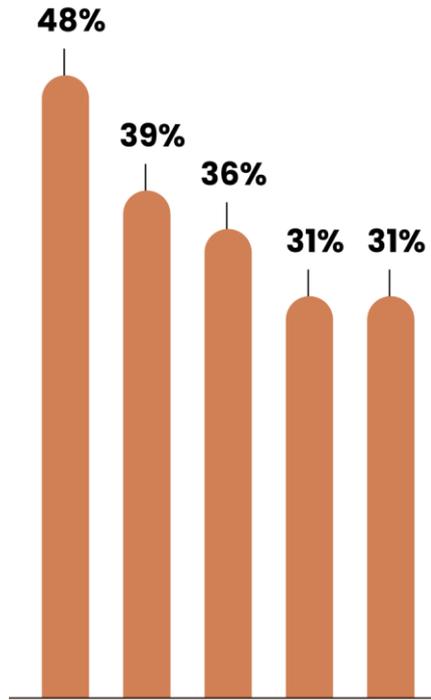
WHAT IT IS

- Structured process with toolset
- The “people” side of change
- In pursuit of a desired outcome



2 SME Collaboration





**2025 RFP TRENDS &
BENCHMARKS REPORT**

- 1. Collaborating with SMEs**
2. Finding up-to-date, accurate answers
3. Meeting deadlines and dealing with delays
4. Having bandwidth to answer all the RFPs we can bid on
5. Burnout among team members



Scenario

You're introducing a new response tool
and process to SMEs.

What barriers do you anticipate?







What's the collaboration barrier?



SME Disengagement

- Have you **asked** for their opinion, or operating on assumptions?
- Are you clear on *your limits*?
- How will your change impact them?

Ask, listen and reflect



What's the collaboration barrier?



Ignoring Context

- Overlooking **context** will derail collaboration
- Your communication must be grounded in **their** context
- Change **fatigue** is real. How vulnerable are they to ongoing disruption?

Pay attention to context







What's the collaboration barrier?



“Hot Potato” Ownership

- We need to **trust the organization** will see the change through.
- Determine who **owns** what part of the change, and how they show ownership.
- Identify **secondary owners** and keep written records for transparency.

Demand ownership





What's the **collaboration accelerant?**



Clarity & Recognition

- Identify **clear roles**, with written scope and expectations
- Define “What’s in it for me?” (**WIIFM**) for the message to resonate
- Be creative in **recognizing and rewarding** the right behaviour

Inspire + reward your stars



Collaborate effectively by:

Engage people

Honour context

Assign ownership

Communicate with WIIFM

Recognize stars



Create a Change Management Plan



Create a Change Management Plan

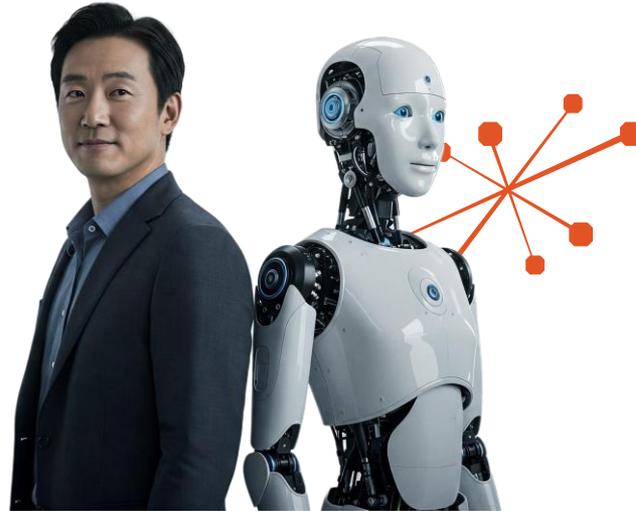




Action!

Response Evolution

Human
Collaboration



Technology
Integration

Generated by  Gemini



3 New Technologies

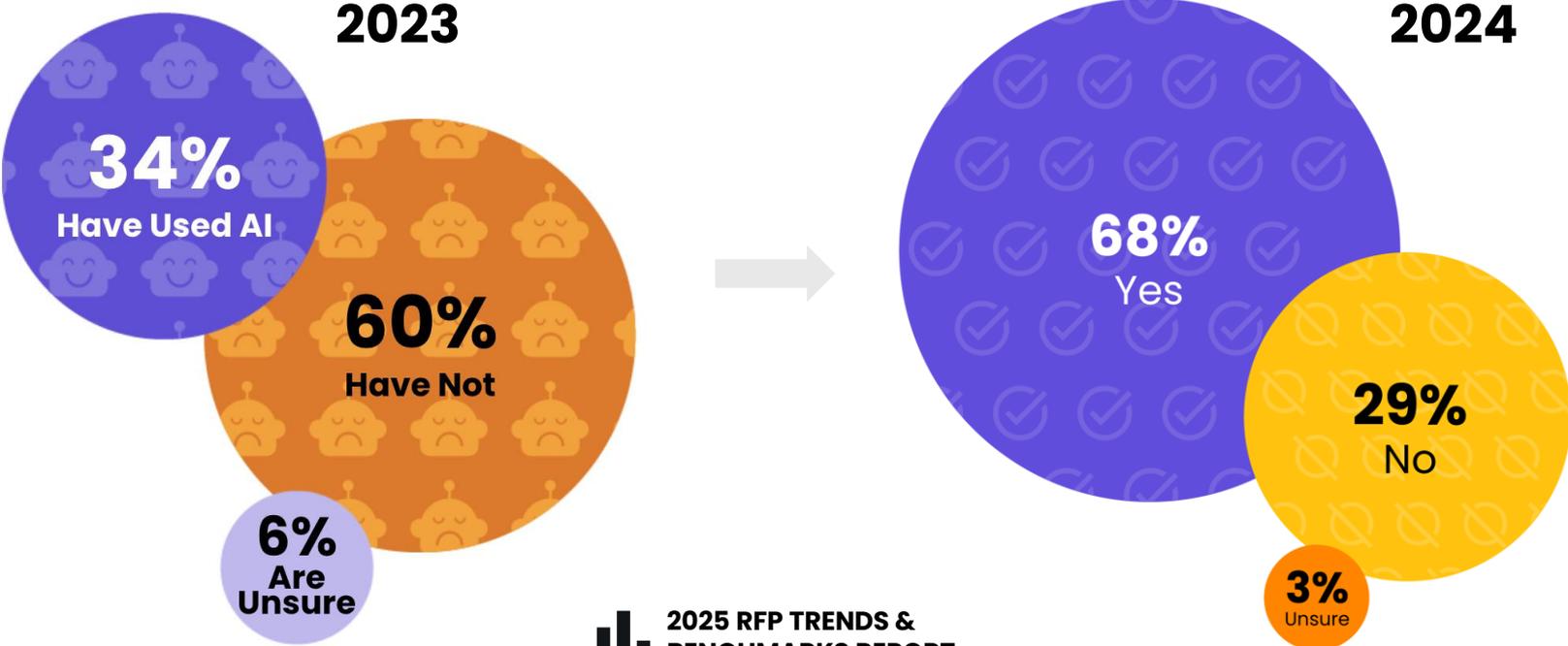


QUESTION:

How many of you have implemented new tools and processes in the last year?



Have you used generative AI in your RFP response process over the past 12 months?



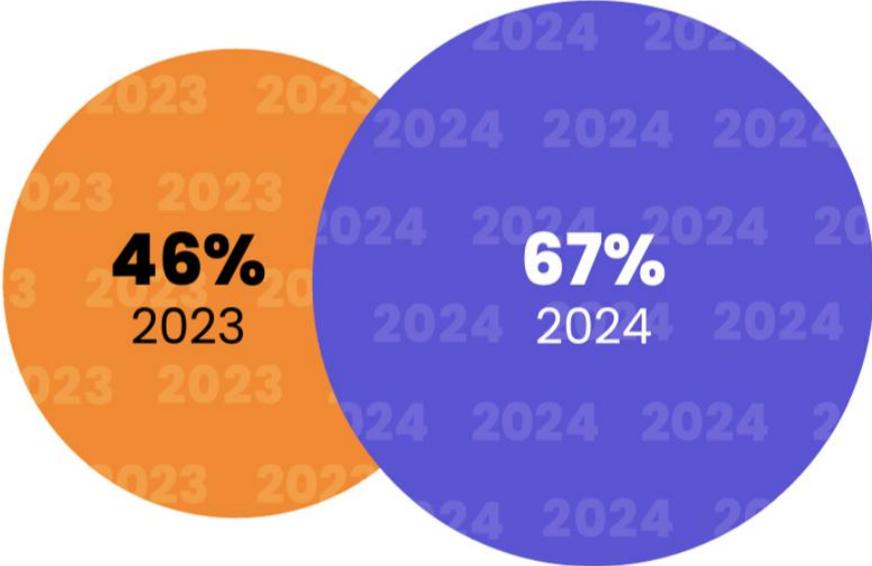
2025 RFP TRENDS & BENCHMARKS REPORT

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AI Sentiment Turns Overwhelmingly Positive

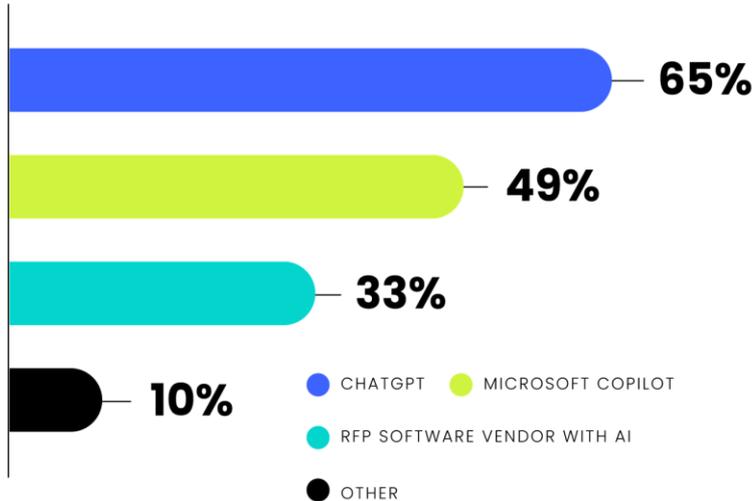
Percentage of Teams Who Feel Positive
Toward AI, 2023 vs. 2024

 2025 RFP TRENDS &
BENCHMARKS REPORT



Which AI tools are you using?

(Select all that apply)

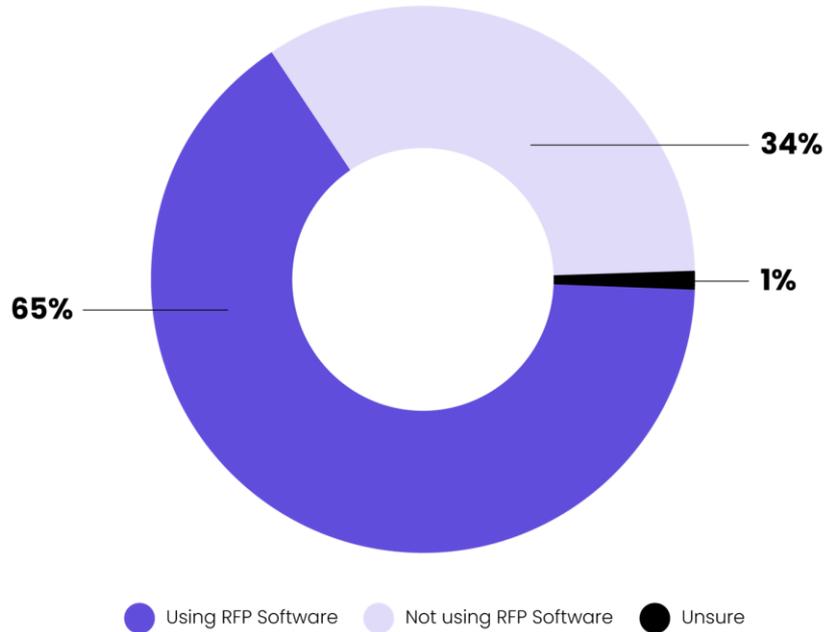


 **2025 RFP TRENDS & BENCHMARKS REPORT**

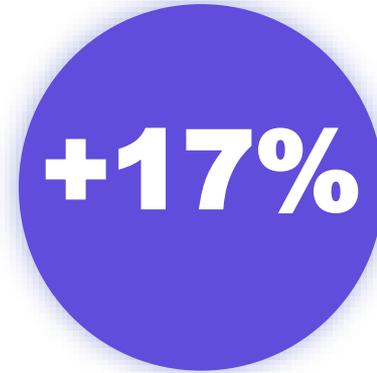
Response professionals are using the AI tools that are most easily accessible to them today.



RFP Software Takes Off Too



RFP Software Users



Increase in RFP software users year-over-year



Writing the
first draft

Intelligent
project
import

Project
plans

SMEs

Semantic
search

Research



...And that's okay.



4 Improve Team Processes



**Don't skimp on
implementation.**



3 Things to Remember When Implementing New Tools

1

Small & manageable changes to start



3 Things to Remember When Implementing New Tools

1

Small & manageable changes to start

2

Phased & iterative approach



3 Things to Remember When Implementing New Tools

1

Small & manageable changes to start

2

Phased & iterative approach

3

Nothing is irreversible



Outcomes

>

Adoption



3 Things to Drive Adoption

1

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3 Things to Drive Adoption

1

Alternative to the blank page

2

Invest in learning



3 Things to Drive Adoption

1

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2

Invest in learning

3

Work backwards



Avoid WALL-E mode.



Change is Inevitable

**Focus not just on what is changing,
but also what's not:**

Good writing still matters.

Good proposals still win.

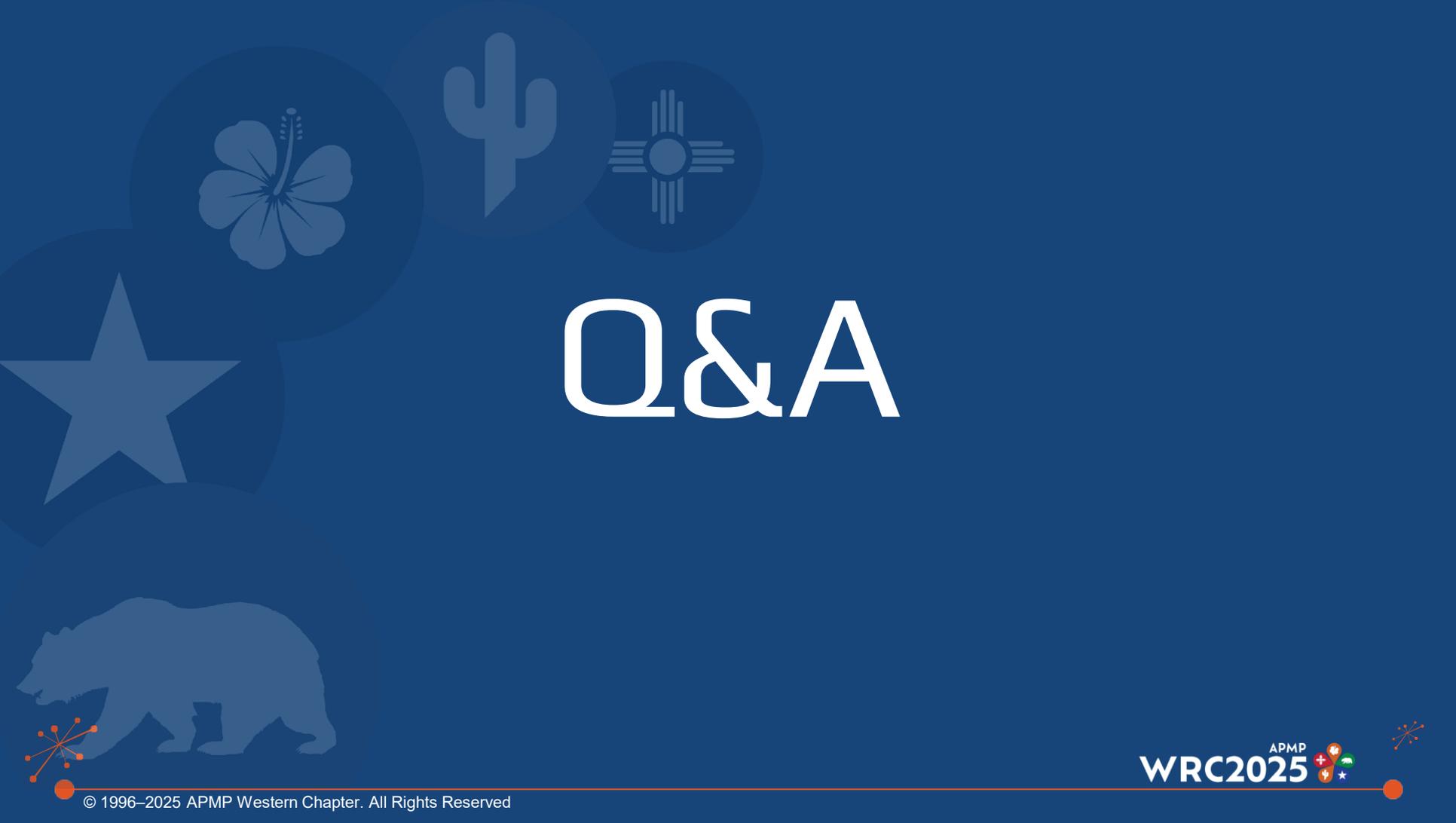
Tech isn't a magic bullet—success still requires
strategy and execution.



QUESTION:

Knowing this, does the process of managing change seem less daunting?





Q&A

Thank you!

Embracing Change with Confidence

