



Human GPT

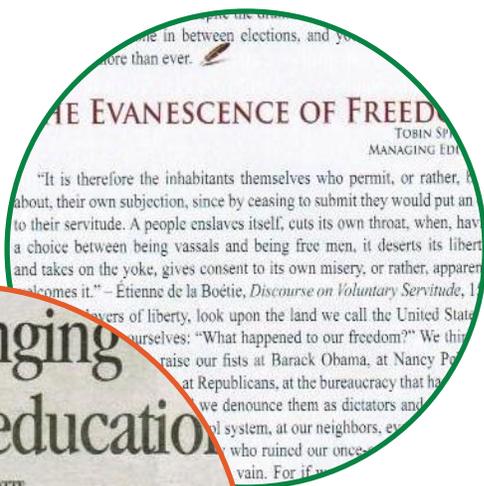
Writing Technical Content Because Your SMEs Can't (or Won't)

Tobin Spratte, CP APMP | Allison Jenney, CF APMP



Who We Are

Tobin Spratte, CP APMP



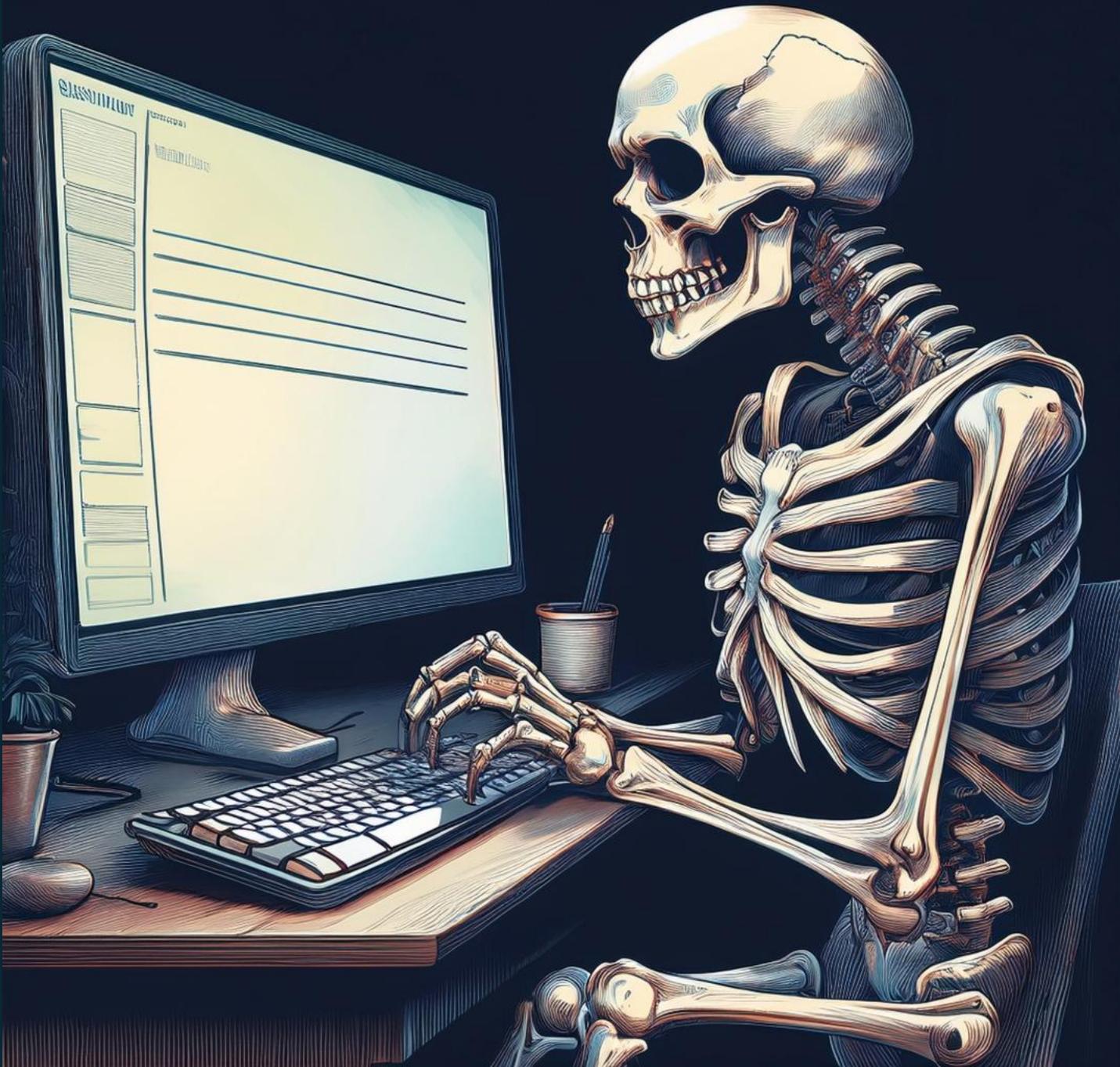
Challenging traditional education

BY TOBIN SPRATTE

When people think of education, specifically higher-level education, they often think of attending college or university. Those who attend these types of academic institutions are called students. They are loved for their energy, their enthusiasm, and in Boulder, for their generous contributions to the economy. But they are hated for their noisy parties, their apathy of the world, and their opinions.

Allison Jenney, CF APMP





Still waiting
on your
SMEs?



Why SMEs
don't turn in
content

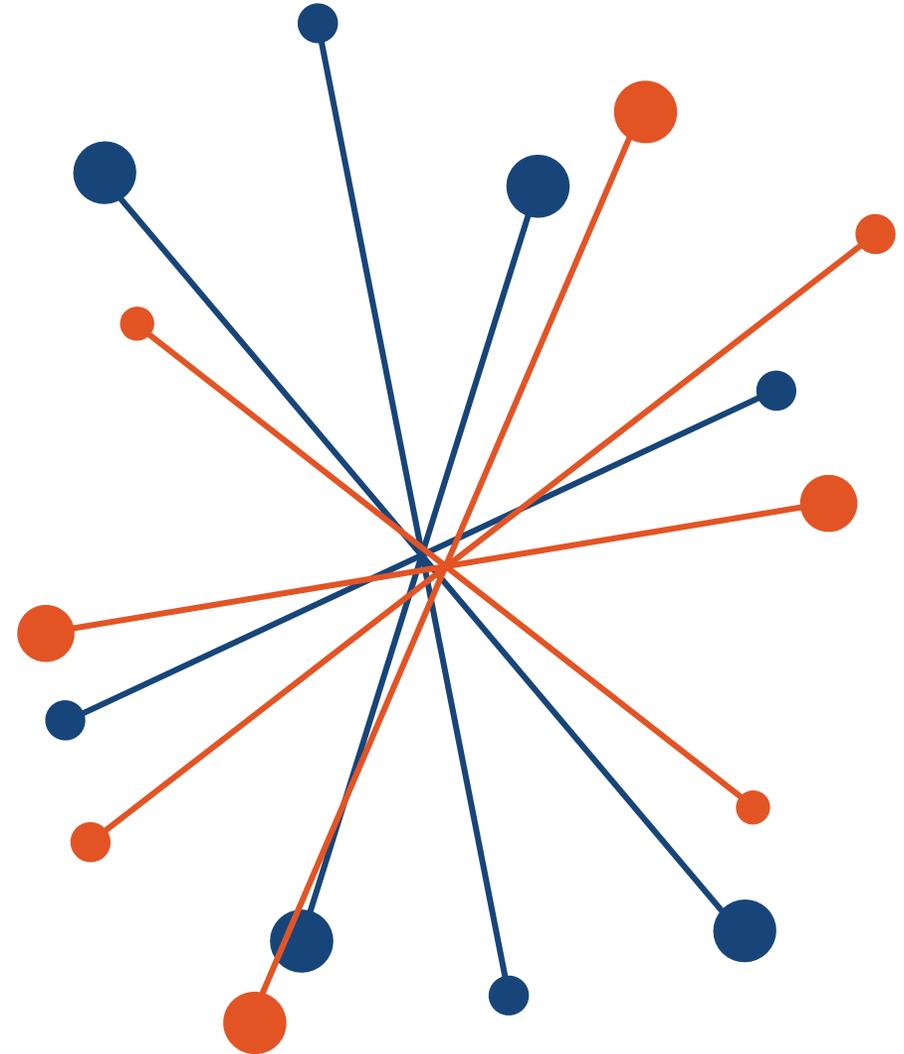
SORRY,
what is
this for?



I'm **SWAMPED.**

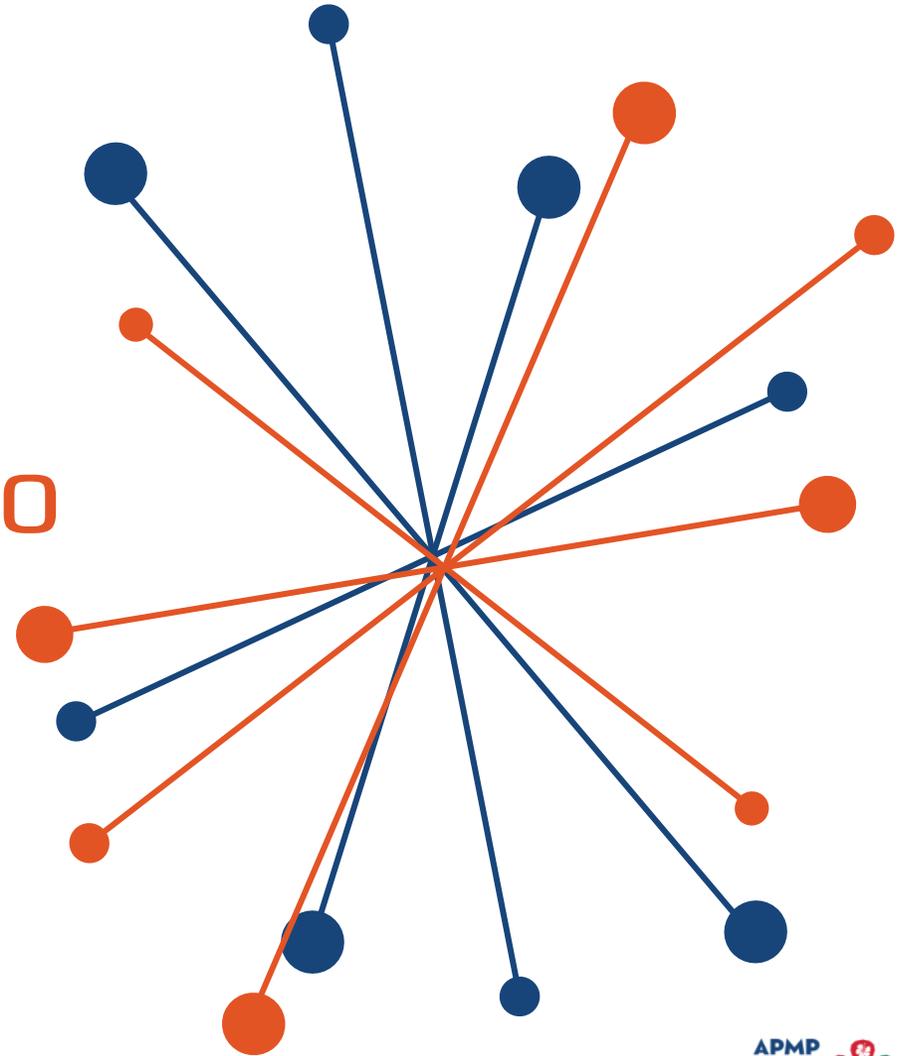
I **HATE** how they ask this question.

I have it all in *here*.
I'll get it to you once I write it down.



How **MUCH** do I
need to write?

It's pretty **standard**, so
we can just copy from the
LAST PROPOSAL.







STRATEGY 1
Invest Time
and Interest
in Your SMEs

TACTIC 1.1 Get to Know Your SMEs Personally

Bond over
non-work
interests
and issues

Exercise
emotional
intelligence

Learn their
communication
styles

Do your homework before calling them

TACTIC 1.2
Learn What Your SMEs Actually Do

Let them teach you



STRATEGY 2
Capitalize on
Curiosity

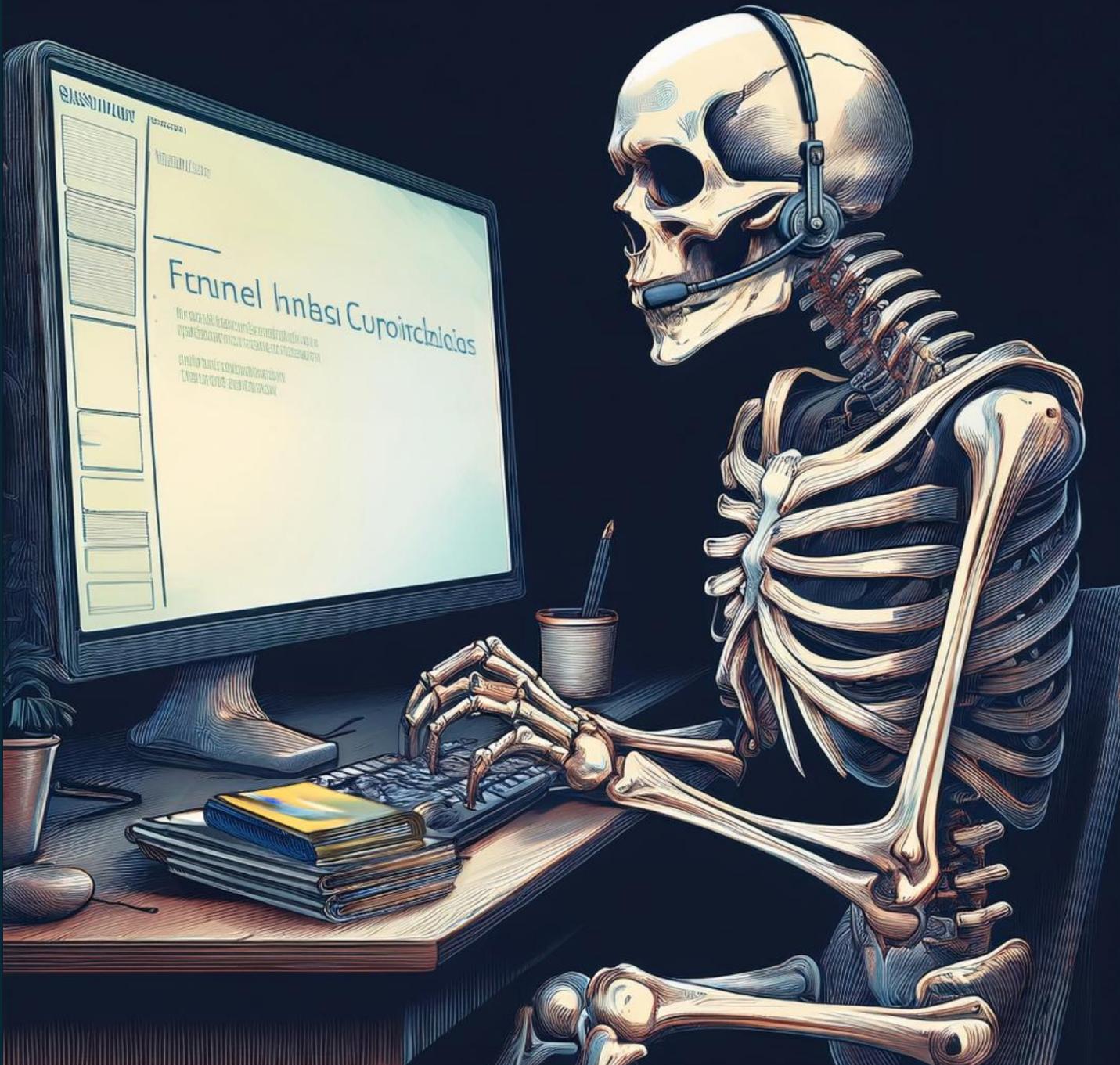
TACTIC 2.1 Research

Review
relevant
literature

Seek sources
SMEs may
not consider

Watch videos
on topic
fundamentals

Be aware of
biases



STRATEGY 3
Interview
SMEs & Write
Their Words
for Them

Craft questions in advance

Use AI to help craft questions and start drafts

TACTIC 3.1
Be prepared

Start your draft in advance

GPT vs. Human GPT

✦ AI Overview

Subject-matter experts (SMEs) often fail to provide timely content for proposals because they face competing priorities, lack understanding of the proposal process, and are not incentivized to prioritize proposal work. For most SMEs, their primary job responsibilities and metrics for success do not include proposal writing, making content requests feel like an unwelcome distraction. [🔗](#)

Competing priorities and workload

- **Proposals are not their primary job.** An SME's main focus is their core function, such as engineering, sales, or product development. The time they spend contributing to a proposal directly takes away from their regular duties and performance goals.
- **They have demanding schedules.** SMEs are typically very busy professionals with many responsibilities, and proposal deadlines can clash with their other critical projects.
- **Perceived as a low-priority task.** When a proposal manager's request competes with an SME's day-to-day responsibilities, the proposal work is often seen as less urgent or important. [🔗](#)

Lack of understanding of the proposal process

- **They don't know the "why."** SMEs may not understand the strategic importance of the proposal or how their contribution fits into the larger picture. If they don't see the value, they are less likely to engage.

GPT vs. Human GPT

- Competing priorities
- Work overload
- Not proposal writers
- Repetitive requests
- Lack of guidance
- Lack of incentives

★ AI Overview

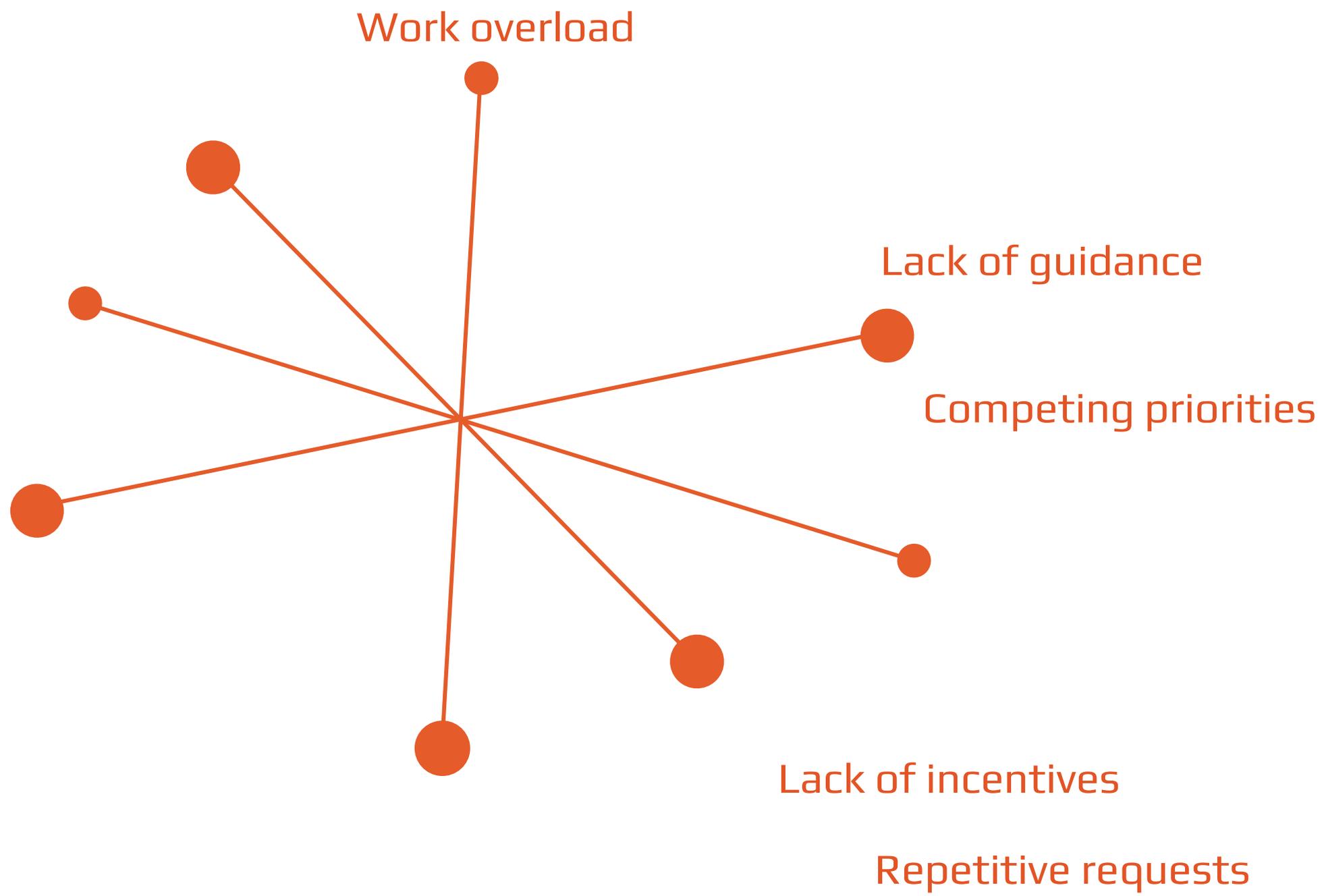
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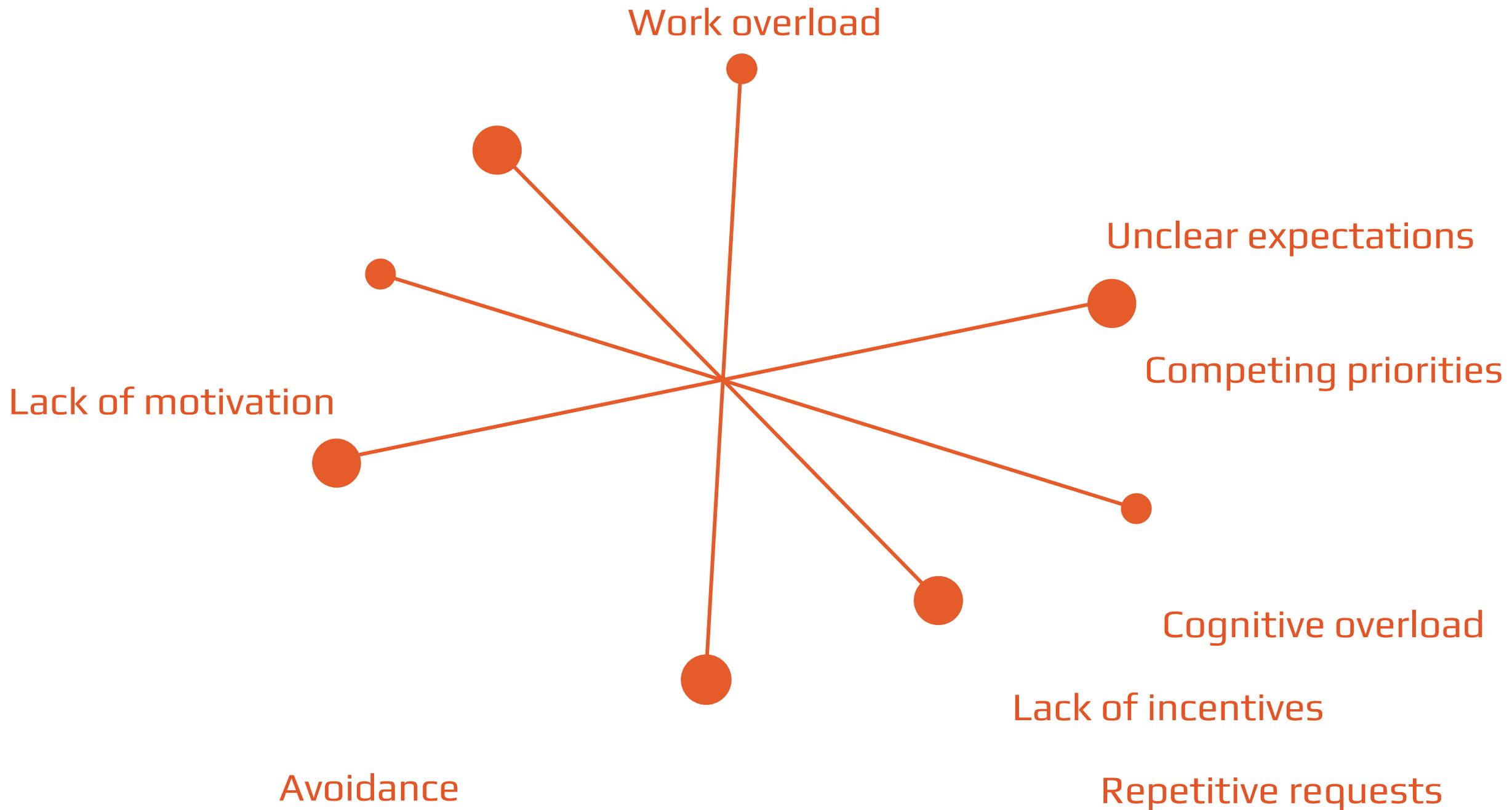
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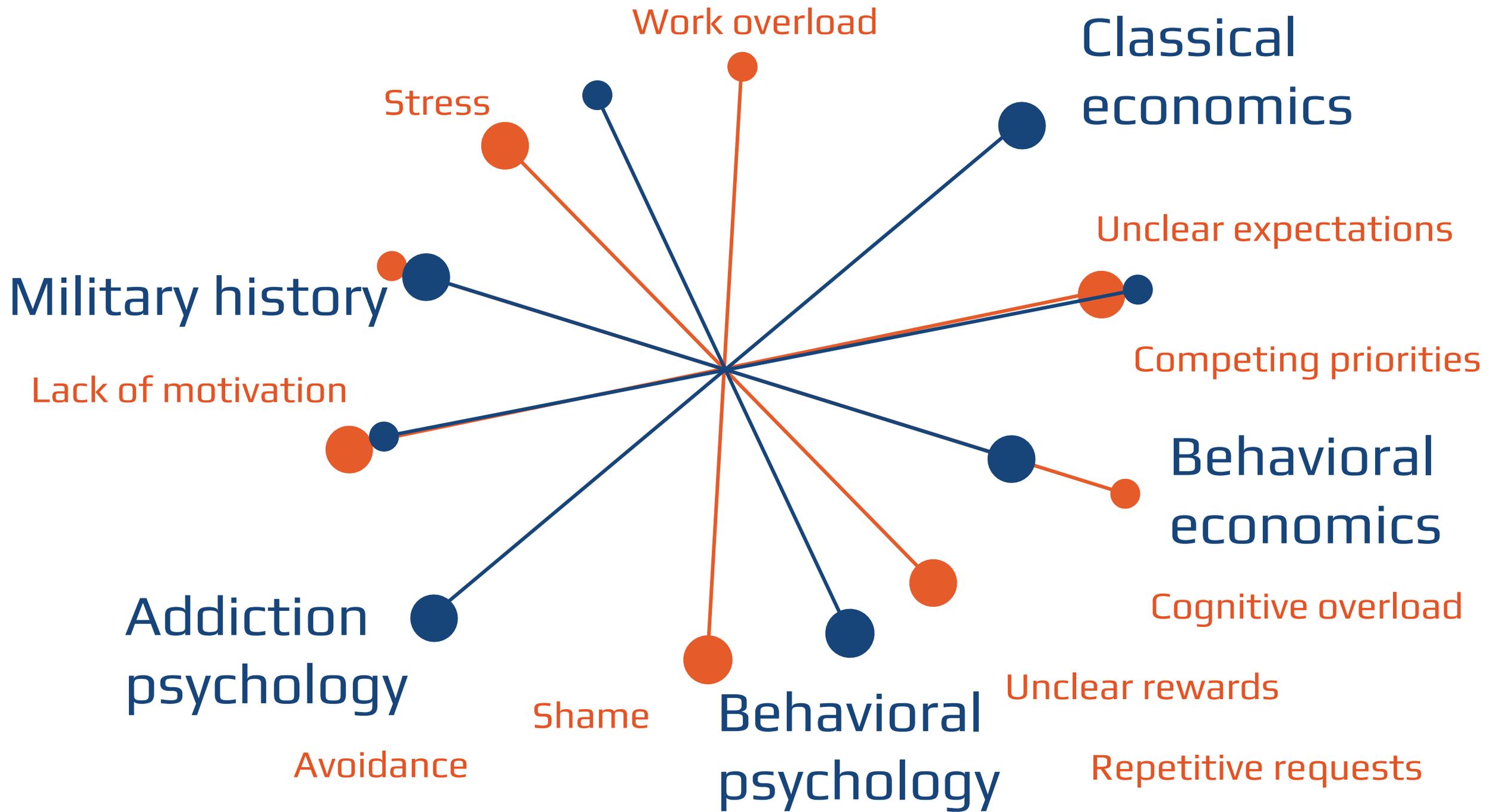
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TACTIC 3.2

The Interview

Consider
your
audience

Take notes and
recap right
away

Follow your
cheat sheet

1 | Schedule time on the phone



2 | Research, research, research



3 Break the ice and establish rapport



4 Commence question bombing



4 Avoid question carpet bombing



4 Beware the curse of knowledge



5 | Adjust as
new
information
comes to
light

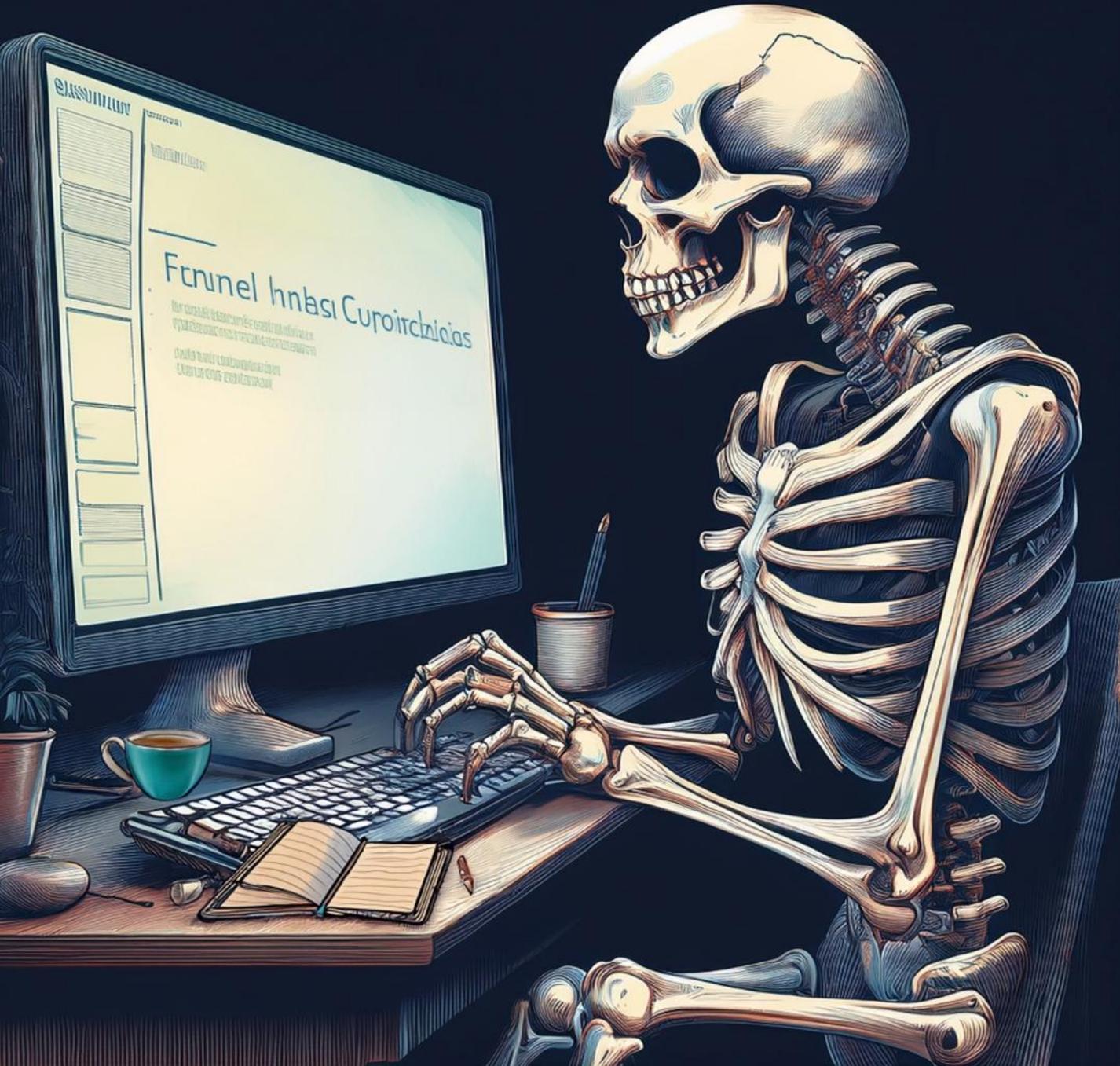


6 Suggest ideas and expect to be wrong



7 Write content immediately after the interview





STRATEGY 4 Craft Drafts to be Torn Apart

Review your
research

Review capture
activities and
go-bys

TACTIC 4.1 Thank Your Past-Self

Welcome SME
feedback

Use your
interview



TOOLS YOU CAN USE

1. Embrace your expertise.
2. Do your own research.
3. Interview.
4. Craft the draft.
5. Finalize from feedback.