

PANEL DISCUSSION

Proposal Management:

How It Fits into the Entire Business Development Lifecycle

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Just a *Speedy* Recap

- ▶ **Business Development Lifecycle** spans 6 major dimensions: 1) Business Development, 2) Capture Management, 3) Proposal Development, 4) Knowledge Management, 5) Infrastructure, and 6) Operations.
- ▶ **Continuous learning** and enterprise-wide **effective communication** are critical success factors for winning new and recompetete business.
- ▶ **Build bridges** with staff throughout your organization to engage them actively in the Business Development Lifecycle by speaking in terms they understand: **1)** APMP Body of Knowledge—particularly the Introduction to the Business Development Lifecycle and Phases in the Business Development Lifecycle, **2)** the 6th Edition of the Project Management Institute's Project Management Body of Knowledge—or PMBOK®, **3)** the ISO 9001:2015 standard with Plan-Do-Check-Act, **4)** Lean Principles, and **5)** Agile methodology.



▶ I "captured" the hummingbird feeding in a rose garden in Balboa Park while in San Diego during Bid & Proposal Con 2018.