



October 4, 2012

Can You Build Your Network to Win?

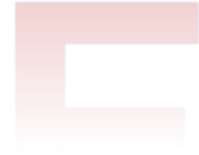
*Find the "I" in Team to Leverage Excellence
for Your Proposal Efforts, for Your Career and
for APMP NCA*

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T



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One Hour From Now, You Will:

- Understand “I-4” – a new team-building model
- Know how the team in this room can help you
- Earn at least one new “I”dea to create value
- Have a plan for Friday* to collaborate to win

**(Or over lunch or tonight, depending when your next proposal is due...)*

OK, So Who Am I?

- **Proposal Winner, Main Sail**

www.mainsailgroup.com

- US Veteran owned
- ISO 9001:2008 certified firm
- Based in Cleveland, Ohio
- We help organizations evaluate business issues and develop and implement solutions.
- Main Sail provides expertise in 5 major areas:
 - Business Process Management
 - Program and Project Management
 - Enterprise Resource Planning (ERP)
 - Systems Engineering and Integration
 - Program Staffing



OK, So Who Am I, Actually?

- **Background in grass-roots non-profit development**
- **Deeply curious about organizational innovation**
- **A writer**
- **A team-builder and fan of professional associations, like APMP-NCA**

Who are you, actually?

Thanks (“tusen takk”) to Norwegian fish

- **The first reference to “social network”**

Barnes J A. Class and committees in a Norwegian island parish. *Hum. Relat.* 7:39-58, 1954.

[London School of Economics.
University of London. England]

Three categories:

- Stable formal organizations
- Unstable organizations engaged in fishing
- Interpersonal links that combine to form a social network



How Does a Team Win?

“My model for business is the Beatles. They were four guys who kept each others [sic] negative tendencies in check. They balanced each other and the total was greater than the sum parts. And that's how I see business. Great things in business are never done by one person, they are done by a team of people.”

- Steve Jobs (1955-2011) / Apple Computer co-founder

- Source: <http://blog.gaiam.com/quotes/authors/steve-jobs/57351>

Our Teams – Proposals & Collegial Need to Win, Again

Why?

Because customers need.

- Repeatable processes
- Bridges built, not burnt
- Lessons learned, then taught
- Our network/team's success

What Your Team Needs to Win

 **Infrastructure**

 **Information**

 **Inspiration**

 **Instigation**

Infrastructure

- **The team needs organizational and technological tools and systems to:**
 - Support communication,
 - Monitor progress and
 - Manage documents

Information

- **The team needs reliable, accurate and current data and analysis to assess each opportunity...**
 - As early as possible,
 - As often as possible and
 - As easy* as possible.
 - *Yes, editors, as “easily” as possible*

Inspiration

- **The team needs honest, relentless motivation to grind through contentious, repetitive, detailed and mind-numbing proposal tasks to...**
 - Produce a solution to meet or exceed customer requirements and,
 - Solve the customer's next problem, too.

Instigation

- The team needs a persistent task leader to meet milestones and deliver results so each team member can deliver value to:
 - The team,
 - The customer,
 - The organization/association and
 - The greater good.

Case Study – A Proposal Team: Inventory Benchmarking

- **Customer**
 - Local Public Transit Authority
 - Seeking Inventory Benchmarking Analysis for Maintenance Parts
- **Challenge**
 - New customer
 - New vertical – public transit
 - New service – inventory benchmarking
 - New SME
- **Collaboration**
 - Support solution and team development with proposal process
 - Support execution with research

The I4 Model

I4	At Main Sail	At "U"
Infrastructure	<ul style="list-style-type: none">-IT (SharePoint)-Win Process-Personnel	
Information	<ul style="list-style-type: none">-Compliance-Intel-Team "Noise"	
Inspiration	<ul style="list-style-type: none">-Win Themes-Hot buttons-Feed Your Team	
Instigation	<ul style="list-style-type: none">-"Go"="To Win"- Process "Nag"- Learn the pain	

Case Study – A Collegial Team: PTAC Networking

- **My partnership with Procurement Technical Assistance Centers (PTACs) in Northeast Ohio**
- <http://www.aptac-us.org/new/>
 - Invitation to local PTAC networking group
 - A contact who visits our website
 - Meetings with BDMs
 - A fit = a win (= a job for the contact)

Your Team Lasts Past The Last Pass

- **Your team works...**
 - On other work projects
 - On other non-work projects
 - On this project when you don't
 - When this project "passes"

So how do you put your "I" in your Team?

DBID ID ...

More Quality Lessons Learned

- **Seek out opportunities before they're official documents**
 - Valuable informal information/relationship building
 - Early lead on differentiation
- **Check with your professional network**
 - Contracting team intel
 - Information on previous award efforts
- **Proposal review for the long-term**
 - Rejection = opportunity to build relationship
 - Always chase the honest submission appraisal

Not Every Team Works

- Disband with grace
- Lose the team, keep the members
- Continue building and learning
- Monitor for patterns, seek the roots
- Thank everyone

Summary

- **I4 supports collaboration**
 - Within your team
 - Inside your organization/association
 - Across your partners
- **Work for “I” beyond proposals**
 - At your job/job search
 - In your life
 - And, now, here...

IOU: Our Value Proposition for APMP NCA - The “I” and the “U”

- **Here, now, a team-building activity**
 - Get your business cards
 - Find a partner (ideally someone you don't know)
 - One person is “L”, one person is “M”
 - Each partner has 2 minutes
 - Introduce yourself
 - Make your DBID, ID... statement
 - Set a goal for today's conference and commit to follow-up next week with your partner
 - Meet the requirement to improve: “An example of great value I've received from a professional association/network is...”
 - Give your partner three cards, one to keep
 - Now we mix it up...

Questions/Discussion

“I” Thank “U”

- **Please share your thoughts...**
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Now, let's go win.