

ACEL360 Program Agenda: January 2018 Cohort

NOTE: □ All cohort sessions take place at our Reston and McLean locations; all individual consultation and working sessions, at your location. □ Mentoring sessions will take place biweekly, on a schedule agreed upon by you and your assigned mentor. □ All cohort events include plenty of opportunities for Q&A and networking.

Month 1

Positioning Your Business for Growth through Data-Driven Baseline and Strategic Thinking

What's the current state of your Federal contracting business? This month, you'll obtain objective, data-driven assessments, and the tools and insights to reassess continuously and astutely going forward. You'll also shape and refine your growth strategies through insider perspectives on succeeding in today's, and tomorrow's, Federal marketplace.

WEEK 1—PROGRAM LAUNCH

Welcome Reception, Thursday, Jan. 18, 6:00–8:30 p.m.

Launch Day, Friday, Jan. 19, 8:00–4:00 p.m.

Get to know your fellow ACEL360 participants and program leaders. Meet with your program mentor. Learn more about what you can expect, and what we'll expect, over the life of the program. Begin gaining a more strategic, longer-term view of how to grow and build value as you take your company to the next level as a Federal contractor. Leave energized and ready to get to work!

WEEK 2—DRIVING GROWTH AND ENTERPRISE VALUE AS A GOVERNMENT CONTRACTOR

Morning Cohort Session, Friday, Jan. 26, 2018, 8:00 a.m.– noon

Learn techniques to baseline your market value as a starting point for your participation in the accelerator program. Determine the “health” of your current pipeline and revenue forecasts by conducting reality-based assessments of your existing pipeline: What revenue can you reasonably expect to generate from it? How must it grow to meet your revenue and growth goals? You will learn how to arrive at sound, objective conclusions using the pipeline assessment instruments DICE and POINT. *We encourage your business development team leader(s) to attend.*

Individual Activity, Jan. 22–26

Provide input for the Tornado market valuation assessment. Begin providing data on your current pipeline for use with DICE and POINT pipeline assessment instruments.

Individual Consultation Sessions, Jan. 26–Feb. 2

Review the Tornado results, and learn your company's enterprise value based on key determinants. Discuss your top-priority areas for improvement in order to achieve your objectives.

WEEK 3—GOVERNMENT CONTRACTING TRENDS: STRATEGIES FOR GROWTH

Evening Event, Thursday, Feb. 1, 4:00–8:00 p.m.

Gain perspectives from a panel of industry insiders on the macro trends shaping your prospects for growth in the Federal marketplace, including the Federal spending outlook for IT and professional services, procurement/contract vehicles outlook, and key demand drivers, growth opportunities, and challenges for small- to mid-size companies. *You are encouraged to invite others from your company to attend.*

Individual Activity, Jan. 26–Feb. 2

Provide data on your current pipeline using DICE and POINT.



WEEK 4—INCREASING COMPETITIVENESS THROUGH SOLUTION BUILDING AND INNOVATION

Morning Cohort Session, Friday, Feb. 9, 8:00 a.m.–noon

Explore how to employ top growth strategies and tactics for Federal contractors, including making the move from specialty and outsourced services provider to innovative solutions provider; developing more robust, innovative, high-demand solutions; and preparing to recompete successfully.

Individual Consultation Sessions, Feb. 5–9

Debrief your DICE and POINT results to gain insight into your current pipeline: How healthy is it? Where does it need to be strengthened?

Month 2

Laying the Groundwork for Growth through Market Research, Pipeline Development, and Strategic Partnering

Now . . . What are your next moves? How will you build a firm foundation for moving forward? During this month's working sessions and events, you'll acquire best practices and tools for more effectively leveraging market research and intelligence gathering to develop and grow your pipeline, build and lead your business development team, and form high-value strategic partnerships.

WEEK 5—LEVERAGING BUSINESS INTELLIGENCE: TOP SOURCES, BEST PRACTICES

Morning Cohort Session, Friday, Feb. 16, 8:00 a.m.–noon

Acquire top techniques for mining and utilizing data from Federal contracting sources to identify and qualify leads, build your pipeline, and identify the right strategic partners. Become a power user of the GovWinIQ resource. *We encourage your business development and capture team leader(s) to attend.*

WEEK 6—BUILDING A TARGETED AND DATA-DRIVEN PIPELINE

Individual Consultation & Work Sessions, Feb. 20–March 9 (continuing into Weeks 7 & 8)

Work with us to assess the weaknesses and opportunities inherent in your current pipeline and build a robust, prequalified 36-month pipeline concentrated on a single top-prospect government end customer. Learn “over the shoulder” how to build a reusable qualification screen for ongoing use.

WEEK 7—BUILDING AND LEADING HIGH-PERFORMANCE BUSINESS DEVELOPMENT TEAMS

Evening Cohort Session, Thursday, March 1, 4:00–8:00 p.m.

Acquire best practices for building and leading BD from our panel of industry leaders—including attracting and retaining talent, managing accounts for revenue growth, developing a “commit” sales culture, and qualifying leads more effectively. *You are encouraged to invite others from your company to attend.*

Individual Consultation & Work Sessions continue February 26–March 2

Assess your current pipeline. Build a targeted, robust 36-month pipeline. Learn how to replicate the process.

WEEK 8—PARTNERING FOR SUCCESS: OPPORTUNITIES AND PITFALLS

Evening Cohort Session, Thursday, March 8, 4:00–8:00 p.m.

Explore various teaming arrangements and how to optimize them, strategically and tactically. Gain expert perspectives on the SBA and DoD mentor-protégé programs from our guest presenters. Begin creating a strategic partner plan to support pursuit of your pipeline opportunities.

Individual Consultation & Work Sessions conclude March 5–9

Assess your current pipeline. Build a targeted, robust 36-month pipeline. Learn how to replicate the process.

Month 3

Taking Your Business Development and Capture Capabilities to the Next Level

This month we'll guide you in honing your company's entire business development process and skill set—in particular, its ability to capture specific business opportunities. You'll gain proven methodologies, tools, and tips for each phase, from opportunity identification and qualification through strategy and solution development to proposal development and review. You'll also rethink and sharpen your approaches to cultivating customer relationships and pricing to win.

WEEK 9—MASTERING BUSINESS DEVELOPMENT AND CAPTURE

Two-Day Intensive Cohort Session, Thursday & Friday, March 15 & 16, 8:00 a.m.–4:00 p.m.

Enhance your understanding of the way Government buyers think. Acquire a proven framework for business development and capture, along with actionable approaches, tools, and tricks of the trade for instilling a culture of capture, building capture maturity and agility, developing strong proposals, and increasing your win ratio. Learn ways to beat much larger bidders. *We encourage your business development and capture team leader(s) to attend.*

WEEK 10—CULTIVATING STRONG CUSTOMER RELATIONSHIPS

Evening Cohort Session, Thursday, March 22, 4:00–8:00 p.m.

Build your mastery of the art and science of early-stage positioning and customer relationship building. Discover superior approaches to networking, brand awareness and differentiation, lead qualification, and influencing the RFP. *You are encouraged to invite others from your company to attend.*

WEEK 11—EXECUTING ON YOUR PIPELINE: DEVELOPING YOUR ACTION PLAN

Individual Activity, March 26–30

Work internally with your business development and capture teams to develop a realistic plan for cultivating the opportunities identified in your 36-month pipeline. Identify further research to be undertaken. Drill down on your strategic partner plan.

WEEK 12—APPROACHING PRICING THROUGH A BUSINESS LENS

Evening Cohort Session, Thursday, April 5, 4:00–8:00 p.m.

See why price always matters, even in best value source selection. Gain best practices from our expert panel on competing in price-sensitive environments, including weighing the importance of revenue vs. profit, factoring agency budgets into your strategic planning, making pricing to win part of your solutioning, and fitting your pricing strategy to contract type. *You are encouraged to invite others from your company to attend.*

Month 4

Executing Your Growth Strategy Effectively by Forming High-Impact Relationships

This concluding month provides a variety of opportunities to meet and interact with individuals who will be instrumental as you accelerate your growth. Cohort sessions will feature leading industry practitioners, advisors, and resources and incorporate ample networking opportunities. We will also arrange individual meetings that put you face to face with targeted prospects, partners, funding

WEEK 13—PURSUING FINANCING FOR BUSINESS GROWTH

Morning Cohort Session, Friday, April 13, 8:00 a.m.–noon

Explore strategies for financing the growth of your business, now or down the road, as you hear from and meet with institutional and other lenders. *Your CFO is encouraged to attend.*

Targeted Individual Introductions, April 9–13 (continuing through Weeks 14, 15, and 16)

Meet with representatives of potential customers, partners, advisors, and/or funding sources.

WEEK 14—OBTAINING AND OPTIMIZING STRATEGIC AND TACTICAL ADVICE

Evening Cohort Session, Thursday, April 19, 4:00–8:00 p.m.

Acquire actionable best practices for identifying, working with, compensating, and driving value and results from your board members and other advisors. *You are encouraged to invite others from your company to attend.*

Targeted Individual Introductions continue April 16–20, 2018

Meet with selected representatives of potential customers, partners, advisors, and/or funding sources.

WEEK 15—UNDERSTANDING M&A IN THE WORLD OF GOVERNMENT CONTRACTING

Morning Cohort Session and Lunch, Friday, April 27, 8:00 a.m.–1:30 p.m.

Acquire actionable best practices for identifying, working with, compensating, and driving value and results from your board members and other advisors in this extended session featuring presentations by leading Federal M&A buy-side practitioners and advisors.

Targeted Individual Introductions continue April 23–27

Meet with selected representatives of potential customers, partners, advisors, and/or funding sources.

WEEK 16—“PITCHING” SUCCESSFULLY: CUSTOMERS, PARTNERS, FUNDING SOURCES

Evening and Morning Cohort Sessions, Thursday, May 3, 4:00–8:00 p.m. & Friday, May 4, 8:00 a.m.–noon

Take advantage of structured opportunities to meet and present to an array of potential customer, partner, and funding source representatives. *You are encouraged to invite members of your business development team to attend.*

Targeted Individual Introductions conclude April 30–May 4

Meet with selected representatives of potential customers, partners, advisors, and/or funding sources.

PROGRAM GRADUATION

Dinner Event, Thursday, May 10, 6:00–9:00 p.m.

Be recognized for your achievements, discuss next steps, and embark on the next phase of your business acceleration journey as you celebrate with your fellow cohort members and ACEL360 program mentors and session leaders.

TO LEARN MORE: PLEASE CONTACT BILL YARNOFF, 703.944.9492, bill@acel360.com