



**ACEL360 PROGRAM: GovCon-19-3**

**PROGRAM START DATE: January 11, 2019**

## **GovCon-19-3 Program Agenda**

### **PRE-PROGRAM PREPARATION: December 3, 2018 through January 9, 2019**

Meet with ACEL360 Program Leaders to align your program goals to your corporate goals, create the framework of a plan for revenue growth in the coming years, and establish expectations for the outcomes for participation in the program. Gather data for Tornado market valuation, and for the DICE and POINT pipeline evaluation tools. Identify an appropriate program mentor candidate and establish goals for mentor engagement throughout the program.

#### **Individual Activities**

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

### **WELCOME RECEPTION— Thursday, January 3, 2019, 5:00 p.m. - 8:00 p.m.**

Social networking event to introduce program leaders, program partners, mentors, and subject matter experts to program attendees.

#### **Month 1**

#### ***Laying the Groundwork for Growth through Understanding Valuation, Conducting Market Research, and Building Your Pipeline***

***What are your next moves? How will you build a firm foundation for moving forward? During this month's sessions, you will 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 1—DRIVING GROWTH AND ENTERPRISE VALUE AS A GOVERNMENT CONTRACTOR**

Baseline your current market value, and learn techniques and approaches for building your market value over time through use of the Tornado market valuation tool. Conduct reality-based assessments of your existing pipeline and revenue forecasts: What revenue can you reasonably expect to generate? How must your pipeline 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.

**Schedule Date: Friday, January 11, 2019, 9:00 a.m.—noon**

#### **Individual Activities**

Obtain and review the results of the TORNADO market valuation assessment, and the DICE and POINT pipeline assessment instruments.

## **WEEK 2 —INCREASING COMPETITIVENESS THROUGH DIFFERENTIATION, SOLUTION BUILDING, AND INNOVATION**

Set yourself apart in an extremely crowded market where virtually everyone touts the same capabilities. Explore how to employ top growth strategies and tactics by making the move from specialty services provider to innovative solutions provider by positioning more robust, innovative, and high-demand technology-enabled solutions. Build your mastery of the art and science of early-stage positioning and customer relationship building, including superior approaches to developing brand awareness and differentiation. Develop new approaches for influencing RFP requirements and even more successful re-compete strategies.

**Schedule Date: Friday, January 18, 2019, 9:00 a.m.—noon**

## **WEEK 3—LEVERAGING BUSINESS INTELLIGENCE SOURCES, AND BUILDING A TARGETED, DATA-DRIVEN PIPELINE**

Acquire top techniques for mining and utilizing data from various Federal contracting data sources to identify and qualify leads, build your pipeline, and identify the right strategic partners. Gain a better understanding of how to use FPDS data and other business intelligence resources to hone your situational awareness around bid opportunities.

**Schedule Date: Friday, January 25, 2019, 9:00 a.m.—noon**

## **WEEK 4—DEFINE THE SCOPE AND TARGETS FOR AN INDIVIDUAL 36-MONTH PIPELINE**

Work with us to build a robust, prequalified 36-month pipeline concentrated on the agencies or capabilities that will form the basis of the pipeline. Learn “over the shoulder” how to build a reusable qualification screed for ongoing use.

**Schedule Date: Friday, February 1, 2019, 9:00 a.m.—noon**

### **Month 2**

#### ***Prioritizing Targets of Opportunity, and Increasing Your Capture Success Rate***

***This month we will guide you in honing your company’s 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 5—OPPORTUNITY QUALIFICATION AND ROLE PLAY**

One of the most overlooked activities, and one of the most critical capabilities, of a business development professional or team is the ability to engage customer prospects to qualify business opportunities, to determine relevant and important information regarding requirements, determine the true underlying problems that are driving those requirements, and develop a level of customer intimacy.

**Schedule Date: Friday, February 8, 2019, 9:00 a.m.—noon**

### **WEEK 6—INDIVIDUAL PIPELINE REVIEWS**

Each participant company will work with Program leaders and mentors to review their individual opportunity pipelines, and ensure they reflect top priorities and timelines for projected revenue growth. Additionally, ensure that each participant company can replicate the process themselves as they continue to refine existing pipelines and add new targets of opportunity in the future.

**Schedule Dates: The week of February 11, 2019**

### **WEEK 7— MASTERING BUSINESS DEVELOPMENT AND CAPTURE**

Enhance your understanding of the way Government buyers think. Acquire a proven framework for business development, opportunity qualification, 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.

**Schedule Dates: February 21, 2019 and February 22, 2019, 9:00 a.m.—noon**

### **WEEK 8—DIFFERENTIATION, PRICING STRATEGIES, TEAMING AND JV'S**

Explore pricing strategies, the value of strategic financial management, revenue vs profit, assessing the health of your business, how does your staff see and understand financials. Exercise—using various financial models to assess enterprise value. Determine the nature of various teaming relationship options, when to use different teaming models, and best practices for ensure that the relationships are equitable and value-based. Engage with representative from large companies that depend on alliances with small business partners, and hear from Government leaders who will discuss their perspectives on ways to ensure that teaming offers a competitive advantage on high value procurements.

**Schedule Date: March 1, 2019, 9:00 a.m.—noon**

## **Month 3**

### ***Executing Your Growth Strategy***

***This concluding month provides a variety of opportunities to meet and interact with individuals who will be instrumental as you accelerate your growth. These sessions will put you face to face with targeted prospects, partners, funding sources, and advisors in line with your pipeline opportunities.***

### **WEEK 9—EXECUTING ON YOUR PIPELINE: DEVELOPING YOUR ACTION PLAN (INDIVIDUAL ACTIVITY)**

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.

**Schedule Date: Friday, March 8, 2019, 9:00 a.m.—noon**

**Week 10— WINNING THE WAR FOR TALENT**

Identify your talent gaps. Determine how best to find, attract, and engage the resources you need and manage talent wisely. Consider extending your capabilities and capacity by partnering, and explore approaches to optimizing the teaming agreements you enter into, strategically and tactically.

**Schedule Date: Friday, March 15, 2019, 9:00 a.m.—noon**

**WEEK 11—FINANCING FOR BUSINESS GROWTH, and M&A IN GOVERNMENT CONTRACTING**

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. Obtain expert insights on when to use M&A as a tool for value creation, how to prioritize M&A targets, and what M&A pitfalls to avoid in this extended session featuring presentations by leading Federal M&A buy-side practitioners and advisors.

**Schedule Date: Friday, March 22, 2019, 9:00 a.m.—noon**

**Individual Activities: Positioning Successfully—Pitch Day Dry Run**

In today's competitive market, too many companies position themselves in very similar ways—citing common capabilities shared by many, if not most, government contractors. Determine effective ways to differentiate your business, your approach, and your corporate capabilities.

**\*\*\*These dates to be added closer to January.\*\*\***

**WEEK 12— “PITCHING” SUCCESSFULLY: CUSTOMERS, PARTNERS, FUNDING SOURCES—AND SOCIAL**

Obtain expert feedback and advice as you take advantage of structured opportunities to meet and present to an array of potential customer, partner, and funding source representatives.

**Schedule Date: Week of March 25 – March 29, 2019, 9:00 a.m.—noon**