



Replacing Red Teams With Something That Works

Presented by:
Carl Dickson, Editor/Publisher, captureplanning.com

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Bold Assertion

Red Teams Are Obsolete



Why?

**No two people define them
the same way**

They don't add value

**There is no good time to
have one**

They lack purpose

They lack leadership

They lack results



The Real Problem is the Color Team Model

Is the Pink Team a review of the outline, win themes, capture strategy, storyboards, production plan, or all of the above?

And what exactly IS a Red Team?

(Let alone blue team, green team, purple team, gold team, etc...)



Why the Color Team model can't be fixed

Color Team reviews do not meet the need of the proposal for validation

They provides no objective definitions or inherent guidance

They are not integrated

Without positive results after 20 years, Color Teams can no longer be considered a best practice



Thanks for Getting Us This Far

We have trained people to expect a “Red Team” as a means to ensure quality

This was a good first step

Now we need to team them that a “Red Team” is not a total solution for proposal quality

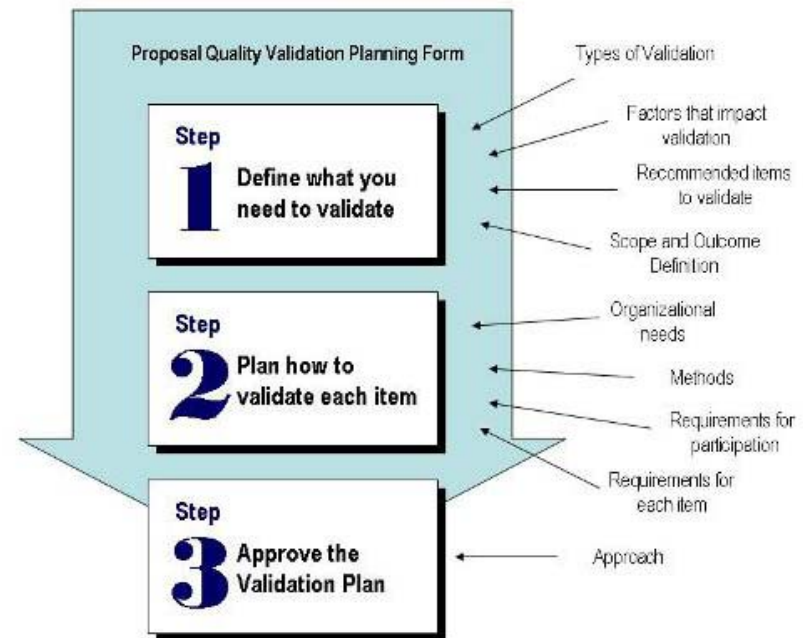
How to Turn Down a Request for a Red Team

From now on, when asked “When will we have the Red Team?” I will answer:

We are not having a Red Team. Red Teams are no longer a best practice. Instead we will explicitly identify what we are going to validate before submitting the proposal and we will validate each and every item. Some may require a meeting, some may just be a sign-off. I will prepare a Validation Plan that identifies each type of validation and how it will be performed and submit it for approval. When we execute the Validation Plan, people will know what is expected of them and receive appropriate guidance. This will add more value than I’ve ever seen a Red Team deliver.

How to Validate the Quality of a Proposal

- 1. List the things you need to validate**
- 2. Determine how you are going to validate each item**
- 3. Review and approve the validation plan**



Turn it into a Form

Forms and checklists make it easy

- Check the items you wish to validate
- Check the method of review

As a by-product:

- You end up with a written Validation Plan
- Reviewing the Validation Plan is as important as reviewing the proposal



Some of the things you need to validate

The capture plan and proposal readiness (pre-RFP)

The outline and content plan

The validation plan and production plan

Win themes and strategies

Compliance

Accuracy (proofreading and assembly)

Incorporation of customer and competitive intelligence

Effectiveness of the approach

Pricing

Persuasiveness of the writing

Completeness of the document

Implementation of win strategies in the document

How you stack up against the evaluation criteria

How should you validate each item?

Meeting

Individual reviews

Written Criteria

Sign-off

Teleconference

Online



Validation Output

Formal

Informal

Individual Mark-ups

Consolidated Mark-up

Sign-off/Approval

Form/Checklist



Important Details

Define your validation items in terms of the outcome you want to achieve.

Identify a leader for each item.

Identify requirements for participation for each item.

Reviewing Your Validation Plan

Is it sufficient?

Follow-through

Validate the plans to establish a baseline

Then you can validate that you fulfilled your plans

- Document reviews can be done against the plans/baseline
- They become an objective assessment of whether you did what you said you were going to do

Accountability Means Traceability

Proposal Quality Validation provides traceability from requirement through submission

It is not disruptive

It ensures that you have the right proposal

More Information

Learn more about proposal writing and business development at <http://www.captureplanning.com>

To contact the speaker:
carl.dickson@captureplanning.com