

Marketing Metrics & Analytics “Crosscutting” with Business Development and Management

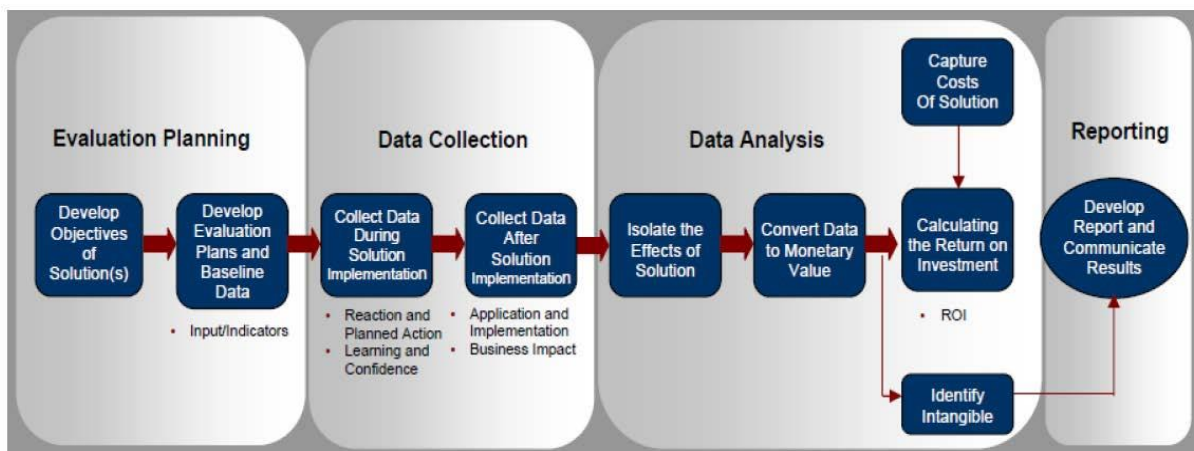
- Part One: Measurement Builds Respect and Accountability

IMPORTANT: Too often, marketers are directed to spend their time during this process managing a lot of stuff where the impact on the sales cycle is incredibly hard to see by management, but not hard to measure with proper processes and performance measurements with defined Key Performance Areas and Indicators (KPA’s, KPI’s). Our methodology adjusts for a mix of investment to risk ratio tied to our response to the RFP Timeline to Market (TTM) and customizable Gate-processes are designed to map directly to Governments opportunity plan of action and timeline management (POAM), bringing accountability and visibility directly in line with the opportunity pursuit campaign process and release of the Request for proposal (RFP). This measurement of this will bring the reporting accuracy and outcomes surrounding your Positioning, Pursuit and Production and Pwin reporting directly to your ROI.

Your Strategic plan and Business Model when developed and approved by management should be inclusive of Budget, Resources, Timelines, Deliverables, Production and Pwin with performance tracking to your ROI model. These are directly tied to and in support of your strategic plan and revenue objectives.

For most all companies I consult

Crosscutting measures are inclusive of Management, Marketing, Business Development, Recruiting and Program Management – it is important and essential in order to get “**unifying concepts**” by building the essential bridge in the processes, communication and visibility to Management, Marketing, Business Development, Recruiting and Program Management - keeping the business objectives visible and managing to determine their effectiveness as a particular department, sector group or simply a team against planned business objectives with pursuits to affect a positive result to your Pwin, will increase your ROI significantly.



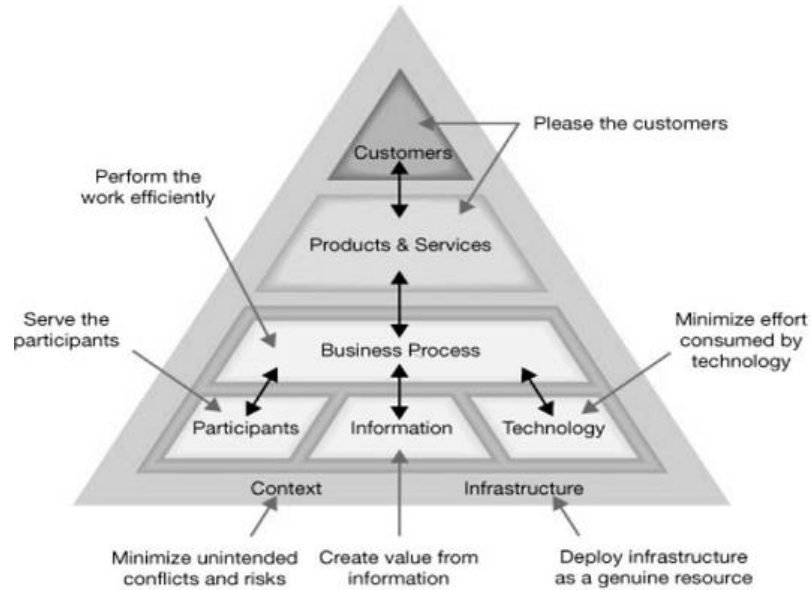
SEVEN CROSSCUTTING CONCEPTS OF OUR FRAMEWORK

The Framework identifies seven crosscutting concepts that bridge disciplinary boundaries, **uniting core ideas throughout the fields of science and engineering**. Their purpose is to help employees deepen their understanding of the disciplinary core ideas surrounding our methodology and develop a coherent and scientifically based view of the G4i methodology and processes to define the Attractiveness of Win and Probability of Win (Awin/Pwin) increase ROI, keeping focused alignment with the business objectives.

These concepts promote Security, Growth, Unity and Trust - The seven crosscutting concepts presented are as follows:

- **1. Appraisal and Patterns:** Appraisal and observation of management, budget, decisions, people, process, performance technology, patterns, and events to help guide organization and maturity classification, they prompt questions about the pursuit process and selection of opportunities, relationships and the factors that influence them.
- **2. Cause and effect:** Mechanism and explanation. Events have causes, sometimes simple, sometimes multi-faceted. A major activity of the Art and Science in RFP-pursuits is investigating and explaining causal relationships between the Program Management (PM) office who runs the contract, and Acquisition Management (AQM) who are the buyers of products and services, and the mechanisms by which they are purchased, mediated and awarded the contracts. Such relationships can then be tested across given contexts and used to predict and explain events in new contexts. Macro environment- the major external and uncontrollable factors that influence an organization's decision making, and affect its performance and strategies. These factors include the economic factors; demographics; legal, political, and social conditions; technological changes; and natural forces.
- **3. Scale, size, and quantity: In considering the ROI phenomena,** it is critical to recognize what is relevant as it relates to the performance measures of TTM-production, size, time, and alignment and to recognize how changes in scale, size, or quantity and production schedules due to slippage in TTM affect structure or performance.

- **4. Appraisal of Systems:** and performance. Defining the proper IT framework in support of their inter-dependencies of management, decision tree, communications, process and relationships under study during the appraisal—specifying its boundaries and making explicit a model of that



system—provides tools for understanding and testing ideas that are applicable throughout art, science of Government contracting then applying business, processes and re-engineering (BPR) efforts.

- 5. Resources and Production: Budget, Flows, cycles, and conservation efforts. Tracking pursuits, process, timelines and resources into, out of, and within the performance management systems helps one understand the lifecycle’ possibilities and limitations.
- 6. Structure and function. The way in which a Business Objectives and Investment Decision (Scorecard) is shaped, and its substructure of support are determine by its many properties of its Management, Marketing, B.D. Recruiting, PM, Processes and Pwin-functions which drive the pursuit and outcomes.
- 7. Stability and Change. For corporate performance and management and built of processes and performance systems alike, conditions of maturity, stability and determinants of rates of change or evolution of people and system are critical elements of study.

This set of crosscutting concepts begins with two concepts that are fundamental to the nature of science: That observed patterns can be explained and that science investigates cause-and-effect relationships by seeking the mechanisms that underlie them.

“The ROI and opportunity pipeline investment concept—scale, size, and quantity— concerns are the size and complexity of opportunities to their relevance and your past performance, the TTM-timelines and production rate mapped to business objectives and revenue goals, and the mathematical relationships among disparate elements in Plan of Actions and Milestones POAM-slippage and maturity level in your People, Processes and Technology - Christopher Stahl”

Management Caution All too often the **Probability of Win - Pwin** is directly affected by disjointed organizations with ad-hoc behavior, *managements organizational decision-tree, budget and budget authority, marketing and business development unity and core-communication. Caution! with uncoupled unity and improper managements structure and processes amongst others things! The above focus areas are essential in order to obtain proper positioning against TTM timelines and deliverables in order to achieve your business objectives and ROI.*

Start by deciding your pursuit measurements starting with the **Attractiveness of Win-email us for this PDF presentation and template at chris.stahl@stahlcompanies.com** : Awin = An objective, weighted score, derived from a consistent set of questions, indicating how closely an opportunity does or does not align with and support a business unit's strategy and objectives (short and long range) for growth and income which directly report outcomes to your ROI, and then your Pwin = **Probability of Win**: An objective, weighted score, derived from a consistent set of questions, indicating the probability that our Marketing and B.D. process are in proper order for our gate investment decisions and compliant proposal will help to increase the probability of awarded a contracts and high ROI.

Again, the importance and cohesiveness in the **Crosscutting Measures of Management, Marketing, B.D., Recruiting and Program Management** are essential to properly manage decisions surrounding planned pursuits and timelines in order to deliver properly your marketing and business development and most important on our business objectives, revenue goals with a high ROI.

G4i has secured Billions in government contracts and has created a methodology and Gate process to help companies advance your investments decision by reducing the risk and by increasing the Pwin in support of your management team business objectives. Our performance management systems can calculate your risk to ROI accurately. Our gate, step, task process processes has

defined instruction, templates and decision module to each of its 0-5 Gates to help bring transparency, unity and communication for better opportunity investment decision.

The user or personas in gates (0, 1 and 2) specifically interacts with employee community stakeholders being: Management, Marketing, Business Development, Recruiting and Program Management. Our gate (0) "Positioning" marketing campaigns coupled with (0-2) marketing and business development strategy will define and measures the Marketing and Business Development process, deliverables and outcomes and are designed to inform management in helping them and their scorecard - investment decision. This is done at each of the gates (0-5) by justifying managements further investment into the three phases being from (0-2), to (3) and on to (4-5). Gate (3) is "Capture" and forward to Gate (4-5) "Proposal submittal decision outcome" then reported and adjusting for ROI master pro-forma to the business

Organizations with tightly aligned sales and marketing functions enjoyed

36% higher customer retention rates
and
38% higher sales win rates

(Marketing Profs)

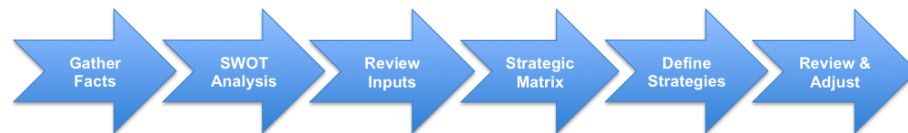


objectives. These progression and decision points tell how well the team has managed each of the pursuit efforts and the positioning of the company to our customer for a positive outcome. *Phase 1- Marketing & Business Development being a part of gates (0-2) is critical in the early Awin - alignment of the opportunity calculating and further positioning of our TTM with Gate 2 Marketing & Business Development in-depth assessment with our health meter to our management review to opportunity risk & investment decision for evaluation of ROI.*

Lessons Learned and maturity levels, Management assessments and white glove review of our **Pursuit, Awin/ Pwin and Pursuit-Processes** – will focus looking back on the alignment and adjacency efforts documenting lessons learn on quality, risk decision and assessment against the effectiveness of the TTM timeline to POAM with marketing and business development campaigns objectives and pursuit efforts, their overall management and business processes effectiveness, to our and business objectives is our goal here.

This evaluation in Gates (0-2) includes our KPA's and KPI's, process and performance metrics, measuring the maturity in our Pursuit process starting with Strategic Planning, Marketing, B.D., Capture and Proposal efforts to perform the following positioning to the customer in the

Strategic Plan Process



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| Gather Inputs <ul style="list-style-type: none"> • From all Stakeholders • Customer analysis • Competitor analysis • Industry analysis • Environmental • Company performance • Company strategies | SWOT Analysis <ul style="list-style-type: none"> • External Analysis • Opportunities • Threats • Internal Analysis • Strengths • Weaknesses • Strategic Questions • Strategic Issues | Review Inputs <ul style="list-style-type: none"> • All Stakeholders • Review Inputs • Review SWOT Analysis • Define 3-4 key statements | Strategic Matrix <ul style="list-style-type: none"> • All Stakeholders • Define Strategies to address SWOT combinations: • Opportunities vs Strengths • Opportunities vs Weaknesses • Threats vs Strengths • Threats vs Weaknesses | Define Strategies <ul style="list-style-type: none"> • Objectives • Key Strategies • Short and Long Term Goals • Operational Plans | Final Reviews <ul style="list-style-type: none"> • All Stakeholders • Review Strategies • Review Goals • Review Plans • Adjust as necessary |
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areas: Gathering Inputs, SWOT Analysis, Reviews Inputs, Strategic Matrix, Define Strategies, Final reviews. In Gate (3) Capture and solution development refining Industry knowledge and finalizing our competitive intelligence to name a few... How we managed and assembled our gate review like in (0-2) delivering in-depth strength, weakness, opportunity and threats (SWOT) analysis to management again helping managements investment decision at the end of Gate (0-2) to Bid or no Bid and continuing to invest moving on to Gate (3) Capture.

Traditionally at the end of Gate (2) this is the first real look that management has had into their *Awin/Pwin and risk assessment* on the pursuit of the opportunity which started many months earlier. ***“Most companies fail to plan or manage with a proper budget and resources or to deliver against a proper TTM timeline- to the POAM causing them to Fail in meeting their Business Objectives”*** another symptom is all too often companies will tend to make budgetary decision eliminating and foregoing gates (0-2) all together, with the belief they are controlling cost by beginning at gate (3) Capture,

generally being 3-months or less on their TTM timeline from the RFP release date- **This is a BIG mistake! putting their Pwin at less than 10% - here is the real kicker over 90% of the calls I get from government contractors are to support this kind of disjointed and dysfunctional activity, and with no desire to learn why when I turn down my support to them. They simply choose to MUSH on why is this?**

This kind of investments decision is indicative and lack of maturity, formal training and understanding in the areas of Business Development Capability Maturity Model (BD CMM) for government contractors.

Pursuits that are properly aligned with TTM, the Awin / Pwin assessments and Processes to include the proper KPA/KPI metrics will deliver the risk assessment against accurately with in the proper syncing of TTM timelines and POAM and can now visibly be reported to management. The processes to reporting will then help management in their accuracy and decision process in terms of their initial pursuit progress and risk calculation in order to continue to bridge the gates (0-5) of the opportunity pursuit to ROI investment analysis on the return risk. Risk can be assessed to proceed or not as it relates to the specific opportunity-pursuit and gates (0-2), (3) and (4-5). A full review and scored results a will help the decision and outcome then feed back into our business model for health meter and tracking to ROI investments.

This then couples the ROI model through to the transitional and operational phase in and start-up of the contract continuing to look at the assumptions to our operational outcomes and profit analysis adjusting to our true ROI calculation to include option years.

The #1 problematic issue resides with Management and Leadership, increasing no bid decisions or worse yet! poor management leadership will make go-forward investment bid decisions forgoing gates (0-2) with a Pwin of less than 10%.

In my recent past took a position as a senior manager for a mid-tier company in Capture for one year, during this time I observed the behavior and acceptance of poor leadership and poor communication. Leadership had poor revenue performance and in order to stay of the whipping post of their investors, the leadership decided to cut all investments in Marketing and B.D. specifically in gates (0-2) effecting our response to RFP TTM Marketing, Business Development for customer intimacy, gate process intelligence and all process deliverables prior to Gate 2 for management investment decisions. Their rational was to apply plausible-deniability to their management philosophy and organizational communication, by destroying any and all unifying concepts amongst the line and business unit management. Isolation and compartmentalization with a kill or be killed mannerism took place among the managers, effecting all communication to the response RFP TTM and their pursuit processes, this then was compounded by managements limited to no decision or budget authority. The culture became stagnate, very disjointed and ad-hoc in it behavior, all the while leadership was reporting their numbers to their investors on pipeline progress and production (smoke and mirrors), this of course minus any relevancy to risk or ROI investment decision backed by a Gate process with measurements of the TTM to POAM and Awin/Pwin measurements. The gate (0-5) was at maximum investors risk with an ROI of less than 10% (*This is an account of my observation and opinion only!*). It is my belief that their behavior is due to their own internal pressure and or ill-informed and immature desire to succeed or destroy!... (*In the end... only fooling themselves and costly to owner and investors of this company!*).

Again disjointed upper management with peer-pressure, investors seeking revenue projections are the catalysts for this kind of poor and immature behavior. Poor leadership is just that either untrained or unsupervised management or both will likely continue to invest and ignore the real facts of risks based on their pressure and desire to stay of the whipping post in a vain attempt to keep their positions, these issues are all too common and real, this is a complexed organizational issue requiring change management starting at the top.

“CEO’s be ware... The ramifications of poor managements and leadership behavior will have a long-lasting and direct negative impact to your ROI, revenues and overall success in B2G growth!”

CEO’s need to recognize their stagnation and poor growth is a direct result of low Pwin, and is a sign of the need for professional help”.

G4i are Marketing and Business Development professional who deliver ROI results- G4i’s management of change and organizational development within a business or organization bring with it, its approach to change management and the transitioning individuals, teams, and organizations using its proven and proprietary methods intended to re-direct the use of resources, business process, budget allocations, decision tree or other modes of operation that controlled identification and implementation of required changes within their performance based systems and decision process that significantly reshape a company or organization for success. G4i’s ability to manage this process, is one of our crowning achievements and the highest value areas to its customers. G4i achieves results through an enjoyable consultation and exchange amongst its peers, defining core business objectives and goals.

In performing your company appraisal, G4i will perform a Business Development capability and maturity analysis of the People, Process and Technology followed with recommended performance enhancements and improvements to bring into alignment with your business objectives and goals. G4i develops and delivers consultation and training against the new organization changes and processes to give you an easy to use system, whereby; it meets the needs of the company increasing your ROI.

Christopher Stahl CEO 703-728-6295

******Call me to discuss your need today! Asking for help is the first step towards increasing your ROI.***