



Proposal Author Win Forward Resource Roadmap

2020 Internship Showcase

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Background: Roles and Responsibilities

Facilitator

Milestone meetings, White Hat debriefs, assist with strategy development under facilitator

Problem Solver

Keeps team focused on requirements and schedule, checks compliance

Proposal
Manager

Creator

Proposal calendar, responsibility matrix, agendas, proposal folder, notes, and action items

Connector

Obtain resources (e.g., information, templates, personnel)



The Problem

- New proposal authors need resources to be successful.
- **Win Forward** has countless resources, but authors lack time to sort through them, so they go unused.

The Solution

Create a roadmap of resources

- To simplify the Win Forward site through a prioritized roadmap
- To ease the transition for new proposal authors



Proposal Author Win Forward Roadmap

Make sure you have done your research on the client – *What is the client's vision/mission? How does this relate to our win themes? What buzzwords can I find through intelligence gathering?*

New proposal authors have access to countless resources on the Win Forward site. Unfortunately, there are not always enough hours in the day to go through all of them. Below is a roadmap, *in order of priority*, of what to focus on to get started successfully:

Through the Win Forward site linked [here](#), click "Learning and Resources", then "Roles and Responsibilities", and finally "Proposal Author."

Trainings:

- Proposal Authors: Overcoming and Avoiding Challenges
- Proposal Authors: Best Practices, Content Development (*forthcoming*)
- Proposal Authors: Preparing for Red Team

Videos:

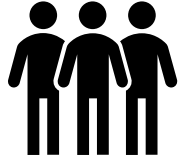
- How Do You Approach a Proposal Writing Assignment?
- What Are Qualities of a Good Proposal Author?
- Proposal Author Perspective: Helpful Advice from Reviewers

Documentation & Tools:

- Tips for:
 - Persuasive Writing
 - Executive Summaries
 - Management Plans
- Lead Author: Developing the Proposal Outline
- Section Strategy Template
- Creating Client-Centric Content
- What Makes an Excellent Proposal (checklist)

Roadmap to Prioritized Resources for New Proposal Authors





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Thank you

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