

P R E S S R E L E A S E

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Business Development Institute International Announces a Major Study to Establish Benchmarks for World-Class Proposal Writing

Washington D.C., January 14, 2008 – The Business Development Institute International (BD-Institute) announced plans today for a major study to establish benchmarks for world-class proposal writing.

“The BD-Institute will form an industry wide working group to identify study criteria and finalize plans,” stated Charlie Divine, Principal Investigator for the BD-Institute.

The study is sponsored by BAE Systems’ Electronics & Integrated Solutions unit in Nashua, NH. The sponsoring Vice President of Business Development, Paul Handwerker, stated, “The goal of this project is to identify those attributes that improve the efficiency and effectiveness of an organization’s proposal writing capabilities across all types of proposal activity. We believe that the BD-Institute provides the best partner for this important work, and we look forward to collaborating with them over the next six months.”

The study will focus on five major areas:

1. **Proposal development steps** – The study will investigate areas such as storyboarding, theme development, key milestones (kick-off meetings, gates, management reviews), use of templates, boilerplate, compliance matrices and the timing of these elements. The research will also incorporate analysis of price-to-win/cost-to-win in process steps.
2. **Use of automation tools** – Key elements of tools that help companies implement and institutionalize the proposal development steps will be studied. Areas include: requirements shredders, collaborative work environments, online data/art repositories, knowledge management systems and other tools.
3. **Organizational constructs** – An exploration of staffing options, including dedicated in-house staff, temporary consultants, permanent outsourcing, and other arrangements.
4. **Training** – An evaluation of training, including depth and types of training, technologies, curriculum, quality, audience analysis, instructors, and other factors.
5. **Other factors that contribute to excellence** – This area will focus on the contribution of leadership roles and behaviors, process tailoring, incentives, resource allocation and other factors on the proposal writing process.

About Business Development Institute International

The BD-Institute is a non-profit organization dedicated to promoting business development excellence through the Capability Maturity Model for Business Development (BD-CMM). The BD-Institute’s mission is to promote an innovative community of practice in business development through appraisals and self-assessments, best practices, certifications and benchmarking. The BD-Institute provides a basis for collaboration among diverse communities of practice, and emphasizes business-development transformation and continuous improvement as prerequisites for cutting-edge business results.

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