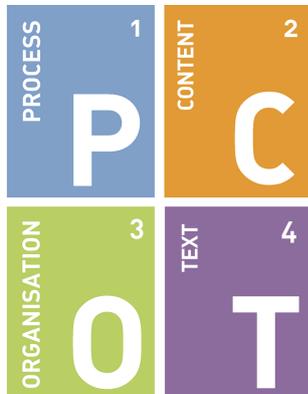


DEVELOPMENT FRAMEWORK
FOR BIDS, TENDERS & PROPOSALS

FOSTER BRANDT



BID4 WORK AREAS

BID4 is a progressive new training & management model for bid development.

It has been devised by Foster Brandt, a niche team working internationally in bid method improvement.

BID4 is a flexible framework to plan & focus tasks for any bid, tender or proposal.

It also helps users keep pace with faster-evolving technique.

To achieve this, BID4 has a simple structure, designed from the outset for change. The model is built around 4 broad work areas: Process, Content, Organisation & Text (PCOT).

The approach is designed to help individuals, organisations, or larger communities of bidders, to:

- acquire & upgrade skills;
- benchmark & review competence; and
- prioritise & implement continuous improvement.

BID4 has been designed by international bid scorers to apply a selector's mindset. It focuses on identifying, ranking and highlighting, key scoring ideas - and care with use of detail.

BID4 also brings buyers & funders tools to focus bidders on the aspects of offers they really need. This can improve submission quality & selection, aiding delivery & impact.

BID4 revisits proven approaches from 12 years training and mentoring on bids of all sizes - and adds new tools & thinking.





Key design principles underpinning the model are as follows:

Enhancement: BID4 avoids reinventing wheels. It can work to, and add value to, a corporate/preferred bid process, by offering a focus on Content, Organisation and Text (C-O-T) areas.

Efficiency: (bidder *and* funder) BID4 helps streamline both bidding and bid appraisal. It applies a scorer's approach to each development stage to focus activities. It also helps those who commission bids to specify (& score) more simply.

Progression: BID4's clear, 4-part, structure allows bidders to benchmark and react to feedback/new thinking more simply. It helps identify, structure, share - and use - good practice.

Scalability: BID4 learns from the challenges many have faced selecting from - and applying - detailed, multi-level, bid & project frameworks, such as APMP and PRINCE2. BID4 is designed to be simpler to reduce, or expand.

Simpler scalability helps users achieve understanding faster and share concepts, tools and thinking more effectively.

Bidders can be trained at different levels of detail - from a high-level summary for occasional bidders, or managers, to a detailed approach for larger, full-time, bid teams.

C-O-T
OPTION





**ADD-ON
MODULES**

Formats: BID4 is offered in both training course & mentored, 'learn-on-the-bid', formats. Training deliveries range from 1.5 hours (seminar on principles) to 1-4 days (intensive course with tailoring and/or add-ons, see below). Courses can include facilitated group review of recent client bid text and/or target bid framework scrutiny.

Scenario: A BID4 programme covers current thinking in each PCOT area, then applies techniques via a running bid scenario. This can be: (i) generic; (ii) based on bid targets; or (iii) lateral, to create a level playing field/stimulate creativity. A 1950s Enid Blyton-style setting proved popular during BID4 pilots. Our scenarios allow users to apply skills to a complete bid cycle.

Tailoring: BID4 can also be adapted to client/sector needs via the development of add-on modules. These include team working issues (enhancing bid team interaction) and project management skills - typically, the most relevant thinking from PRINCE2, MSP, or logical framework etc. Such understanding can help create a more convincing offer.

Updating: Longer BID4 curricula share proven benchmark & critique tools from Foster Brandt's bid review practice, bringing structured technique analysis. Clients can also opt for a full 'Update' add-on module. This allows each bid to learn from its predecessor in a coherent way and analysis of longer-term success factors in one, or more, key sectors.



Summary of BID4 content

A summary agenda for a 1.5-hour business seminar, or executive briefing, with some group work, is shown below.

Please contact us to discuss longer delivery options, including tailoring & add-ons, on 00 44 (0) 2380 762002, or at info@fosterbrandt.co.uk.



- 1.1 Bid contexts
- 1.2 Pre-bid
- 1.3 Deciding to bid
- 1.4 Understanding bid kits/scoring

- 1.5 Partnering essentials
- 1.6 Organising a bid
- 1.7 Closing a bid
- 1.8 Post-bid



- 2.1 Delivery models
- 2.2 USP / added value / bid winner concepts

- 2.3 Research - sources
- 2.4 Research - methods
- 2.5 Best content assessment



- 3.1 Text organisation in bids (why)
- 3.2 Using text skeletons (how)

- 3.3 Other organisational tools (how)



- 4.1 Current UK bid text style & desirables

- 4.2 How to write detailed text - writing tasks / approaches



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