

City of Dallas Executive Search RFP - Go/No-Go Analysis

BEZ25-00027912: Executive and Professional Search Firms for Multiple Areas of Specialty

Executive Summary

RECOMMENDATION: CONDITIONAL GO

BroadAxis should pursue this City of Dallas executive search opportunity with targeted capability development. The company possesses strong foundational advantages but requires strategic preparation to address specific gaps in municipal experience and non-IT executive search capabilities.

Confidence Level: Medium-High

Opportunity Overview

- **Contract Value:** Indefinite Delivery/Indefinite Quantity (ID/IQ) - Variable
 - **Contract Term:** 5 years + 2-year renewal option
 - **Submission Deadline:** Friday, September 12, 2025 at 1:00 PM CST
 - **Award Timeline:** December 2025 (tentative)
 - **Scope:** Executive search services across 21 professional specialty areas for City of Dallas
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Evaluation Framework Results

1. Requirements Analysis

Critical Success Factors:

- Executive search expertise across multiple professional domains
- Municipal/government sector experience with similar-sized organizations
- 45-60 day delivery capability from contract execution
- Full-service recruitment lifecycle management
- One-year candidate replacement guarantee

Evaluation Criteria Weighting:

- Approach: 35%

- Experience: 35%
- Cost: 25%
- Local Preference: 5%

2. BroadAxis Capability Assessment

Core Strengths Identified:

- **Government Recruitment Excellence:** Proven track record with Texas state agencies (TEA, DIR, HHSC, TWC)
- **Executive-Level Search Experience:** Documented "executive searches from Director to C-suite"
- **Local Market Presence:** Headquartered in Plano, Texas (Dallas metro area)
- **Competitive Advantages:** MBE certification, Texas DIR ITSAC contract holder
- **Technology Platform:** Proprietary AI/ML/NLP-driven talent acquisition engine
- **Full-Cycle Recruitment:** End-to-end sourcing, screening, interviewing, and onboarding capabilities

Capability Gaps/Uncertainties:

- **Municipal Government Specificity:** Limited evidence of city-level (vs. state-level) government experience
- **Non-IT Executive Search:** Current portfolio heavily IT-focused; unclear capabilities in other domains
- **National Search Scope:** Uncertain capacity for national-level executive recruitment
- **Replacement Guarantees:** No documented experience offering one-year candidate replacement guarantees

3. Competitive Positioning Analysis

Market Advantages:

- Local Dallas presence provides geographic preference eligibility
- MBE certification valuable for government contracting
- Established Texas government agency relationships
- Advanced recruitment technology differentiation

Competitive Risks:

- Specialized executive search firms with deeper municipal experience
- Limited demonstrated expertise outside IT sector
- Potential perception as IT-focused rather than full-service executive search

4. Resource Requirements

Immediate Needs:

- Municipal government expertise development
- Non-IT executive search capability expansion
- Dedicated project team for 45-60 day delivery timelines
- Background check and reference verification processes

BroadAxis Readiness:

- Existing recruitment infrastructure: Ready
 - Government compliance experience: Ready
 - Specialized municipal expertise: Requires development
 - Multi-domain search capabilities: Requires expansion
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Strategic Recommendations

Phase 1: Capability Development (Immediate - 7 Days)

1. **Team Assessment:** Evaluate current team's municipal government experience
2. **Expertise Gap Analysis:** Identify specific specialty areas where BroadAxis has strongest positioning
3. **Partnership Evaluation:** Consider strategic alliances with municipal-focused search firms
4. **Reference Development:** Compile government client testimonials emphasizing leadership placements

Phase 2: Proposal Preparation (Days 8-10)

1. **Specialty Area Selection:** Focus bid on 5-8 areas with strongest capability match
2. **Experience Documentation:** Complete Exhibit 1 with minimum 2 references per selected specialty
3. **Approach Narrative:** Emphasize government sector understanding and servant leadership philosophy
4. **Competitive Differentiation:** Highlight MBE status, local presence, and technology platform

Phase 3: Submission Execution (Final 2 Days)

1. **Form Completion:** All required City of Dallas procurement documents
2. **Pricing Strategy:** Competitive positioning across four search categories

3. **Quality Review:** Comprehensive proposal review and electronic submission
 4. **Presentation Preparation:** Ready for top-3 oral presentation opportunity
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Risk Assessment

High Probability Risks:

- Proposal timeline constraints (tight 10-day window)
- Competition from specialized municipal executive search firms
- Capability perception gaps in non-IT domains

Mitigation Strategies:

- Focus on strongest specialty areas rather than attempting all 21
- Leverage transferable skills narrative from state to municipal government
- Emphasize technology-driven efficiency and MBE differentiation

Success Probability:

- **Without preparation:** 30-40%
 - **With focused preparation:** 65-75%
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Implementation Timeline

Week 1: Strategic Preparation

- **Days 1-2:** Team capability assessment and gap analysis
- **Days 3-4:** Specialty area selection and reference compilation
- **Days 5-7:** Approach development and partnership evaluation

Week 2: Proposal Development

- **Days 8-9:** Technical response writing and form completion
- **Day 10:** Final review, pricing finalization, and electronic submission

Post-Submission:

- **October 2025:** Prepare for potential oral presentations (top 3)
- **December 2025:** Contract execution and team deployment

Financial Considerations

Investment Required:

- Proposal development: 40-60 hours
- Potential capability building: TBD based on partnership decisions
- Presentation preparation: 20-30 hours if selected

Revenue Potential:

- ID/IQ contract with 5+2 year term
- Multiple vendor awards possible
- Variable volume based on City needs

ROI Assessment: Positive if BroadAxis captures 2+ searches per year across selected specialties

Final Decision

PROCEED WITH CONDITIONAL GO

BroadAxis should submit a focused proposal targeting selected specialty areas where the company demonstrates strongest capabilities. Success requires honest assessment of current limitations and strategic positioning around core strengths: government sector experience, local presence, MBE status, and technology-driven recruitment efficiency.

The opportunity aligns with BroadAxis's government sector focus and provides pathway for municipal market expansion. Risk mitigation through selective specialty targeting and capability-focused narrative development should yield competitive positioning.

Next Action: Convene project team within 24 hours to initiate Phase 1 capability assessment.