

Kickoff Meeting Agenda

Project Manager Proposal Kickoff Essentials

The following items must be completed/developed by the **Project Manager (or person designated and agreed upon)** within the first week of release for every solicitation that we are responding to as prime.

- ▶ Read the RFQ.
- ▶ Complete Go/No Go Analysis Form
- ▶ Complete Capture Plan
- ▶ Sketch an Organization Chart, identifying:
 - All Teaming Partners.
 - Roles and coinciding staff names.
- ▶ Identify writing assignments for each section of the required material.
- ▶ Agreement and Commitment to the Schedule.

Overview

- ▶ General Overview of Strategic Knowledge
- ▶ RFQ Outline / What are they asking?
- ▶ Client Issues / Hot Buttons
- ▶ Competitive Assessment
- ▶ Teaming (Strengths & Weaknesses)
- ▶ People & Projects (Good Reference?)
- ▶ RFQ Outline / Writing Assignments
- ▶ Schedule of Events (Reviewers)

Questions to Ask

- ▶ Have you talked with the client recently? How did that discussion go and what was discussed?
- ▶ Who is on the selection board and what is each person looking for in the proposal? (decision makers, what is a win for each) (How many selection board members know you by name?)
- ▶ Do you understand the goals and objectives of the client's program?
- ▶ Does your product/service offer anything to the decision maker that he can't get elsewhere?
- ▶ Do you understand the competition's strengths and weaknesses?
- ▶ Do you know what our weaknesses and strengths are (and how to deal with them)?

Typical Kickoff Meeting Agenda

Project Delivery System

- ▶ Have you teamed with the necessary consultant(s) to strengthen your position?
- ▶ Have you identified and can you use a unique approach that puts you over the competition?
- ▶ Are you sure this project isn't wired for someone else?
- ▶ Where do you stand? What is our chance of winning?
- ▶ What are the top 3 main messages you want the client to get when reading our proposal? How are these messages different than what the competition might be saying? What are the benefits to the client?
- ▶ Will the client be receptive to a theme? Should we develop one?