Priority Pursuits Guidance

The following enterprise-wide criteria have been developed to assist in distinguishing Strategic Pursuits for each of the respective End Markets or Geographies.  The intent is to get consistent reporting across the organization – to be able to share this information across business lines and geographies  – and to be able to present the large, strategic pursuits to executive leadership.

# Definitions

Must Wins -  All projects that are integral to meeting financial targets, generally those that will impact the next 4 quarters; these require high-level support and attention from geo/regional and EM/BL  leaders as appropriate.

Strategic Pursuits – Pursuits that are high value and/or have strategic importance to the Geographies and/or End Markets, based on the criteria below. High value Strategic Pursuits (NSR > $50M) will be reported periodically to the AECOM Executive Committee.

Note that neither category is a subset of the other. An opportunity may be a must win or a strategic pursuit, or both, or neither.

# Strategic Pursuit Criteria

Pursuits must meet at least one of the criteria listed below to be designated as a Strategic Pursuit. Strategic Pursuits with a value in excess of US $50M NSR\* will be reported to and supported by the AEC.

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| 1 | Value | Anticipated NSR ≥  US $50M\* |
| 2 | Complexity | Requires significant co-operation and co-ordination across multiple Geos and/or GBLs, including investment from Geo or EM |
| 3 | Profile | Significantly raises AECOM's profile within a strategic geography (e.g. top 50 cities or a geo targeted for expansion) |
| 4 | Market | Initiates or significantly expands portfolio in a strategic target market (e.g. Oil & Gas) |
| 5 | Client | Initiates or significantly expands relationship with a KAM client |
| 6 | Delivery Type | At-risk delivery method (e.g. P3, EPC/M, D-B, etc.) |
| 6 | Lead Time & Investment | Requires above-average lead time /investment to ensure success |
| 7 | Support | Requires high-level attention from within the firm to ensure success |

# Management of other Priority Pursuits

Any regional or other group with a priority pursuit program should use the Salesforce Campaigns to group and report on priority opportunities.