

Shibley Launches Executive Advisory Services

Business Development Executives Have New Ally in Winning Strategic Business

Kaysville, Utah – April 12, 2011 – *For immediate release.* Shibley Associates, a global leader in business development consulting and training, announced today the launch of an expanded suite of executive advisory services directly supporting business development executives.

Shibley's new *Capture Assessment Report*, the first of these new services, provides an objective analysis of the level of positioning achieved on a pursuit—or set of pursuits—plus detailed recommendations on actions to achieve a favored position prior to the release of a formal solicitation.

Business development executives can now call on Shibley to facilitate capture strategy and theme development using a structured approach proven to surface winning discriminators and to articulate them as compelling proposal themes.

Besides serving as personal advisors and coaches, Shibley's Executive Consultants can reduce demands on busy business development executives' time by taking the lead in organizing and facilitating team reviews, including competitive assessments and proposal reviews.

Executive Advisory Services are provided exclusively by Shibley's cadre of Executive Consultants who have achieved professional recognition as business development experts and visionaries. Their accomplishments are characterized by credentials, such as APMP Professional Level accreditation, APMP Fellow election, and award-winning publications in capture and proposal development.

Mr. Michael P. Humm, Senior Vice President and Capability Consulting Division Vice President, will lead Shibley's *Executive Advisory Services*. "Without doubt, successful executives have mastered business development best practices. Shibley's consultants add the essential time, focus, and discipline needed to ensure their consistent application," said Mr. Humm.

"Shibley is excited to help small and large company executives. We've provided additional *capacity* and training for their capture and proposal teams for years. *Executive Advisory Services* provide an opportunity to directly augment their internal, long-term *capability*," said Stephen P. Shibley, President and CEO of Shibley Associates.

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About Shibley Associates

With offices in [12 countries](#), Shibley provides consulting and training services to large and small companies to help them compete for and win business. Shibley is:

- The Consulting firm of choice on complex, strategic proposals to business and Government
- The innovator of the *Shibley Business Development Lifecycle™: 7 Phase Process*
- An *Approved Training Organization* (ATO) through the Association of Proposal Management Professionals (APMP) www.apmp.org
- An *Approved Provider* of Business Development Institute International www.bd-institute.org
- The provider of business development training to over 5000 professionals each year
- The developer of the online *Foundations for Proposal Development* training course
- Author of the award-winning *Shibley Proposal Guide™* and *Capture Guide™*

For more information, visit www.shibleywins.com and navigate to **|Consulting Solutions | Executive Advisory Services |** or call 888.772.9467 (WINS).