

### Program Support - IMP/IMS

The Integrated Master Plan/Integrated Master Schedule (IMP/IMS) Subject Matter Expert assists clients by leveraging their skills, expertise, and specific capture opportunity experience after the contract is won.

The IMP/IMS Specialist manages the advancement of the Integrated Master Plan (IMP) to ensure the program is completed within schedule and cost constraints and minimizes risk related with the WBS and SOW. The IMP/IMS Specialist:

- Ensures IMP is an event-oriented representation of integrated product development – each activity includes all related subject within those activities
- Creates a list of measured events such as, but not limited to, the Integrated Baseline Review (IBR), Preliminary Design Review (PDR), Critical Design Review (CDR), Production Reviews, Test Reviews, Test Acceptance, Delivery, Contract Closeout, etc., that should be addressed
- Ensures the IMP includes any assumptions/guidelines and a dictionary of definitions for selected events and verbs used within the specified goals

The IMP/IMS Specialist manages the development of an IMS. The IMS will contain, at a minimum, all events and goals contained in the IMP. The IMS will also contain secondary tasks and any additional details for a thorough schedule management process and will identify tasks reliance on one another and provide examination for critical path analysis.

In addition, the IMP/IMS Specialist:

- Schedules status and working meetings on a regular basis with each engineering group to advance the project
- Uses a software planning system to ensure appropriate version control of the document
- The IMP/IMS SME mentors the client IMP/IMS staff to achieve success.
- Conducts other IPT management activities as required by client.

*“You brought a level-headed, precise direction to our efforts, which will give us a framework for success on perhaps all our future projects.”*

- Proposal Manager

*“The support we received from your team was incredible. Your dedication and perseverance have been truly impressive. It has been great to work with you.”*

- Proposal Manager

### The Challenge

The government has just awarded your organization a multi-million dollar contract.

How do you effectively transition from proposal to execution of the contract?

Program Support services draw upon Shipley's knowledge of our clients' capture efforts and organization to ensure a smooth transition from the proposal to program execution after contract award. This successful transition and continuous program excellence are the most cost-effective processes for our clients to capture future business.

### Other Services

- Proposal Management
- Government Marketing
- Business Development Training

Shipleys Wins

Shibley clients value our blended services model that provides industry-best consultants, trainers, and business development tools. Since 1972, Shibley has supported large and small companies in securing billions of dollars of Government and commercial contracts.

### Consulting

#### **Providing proven personnel and best practices to help clients succeed.**

- Winning strategic, competitive bids to Government or business customers
- Establishing long-term customer relationships through market positioning or capture planning
- Evaluating the necessary infrastructure and processes necessary to compete on complex bids
- Augmenting proposal teams to provide “just in time” resources needed to produce a competitive proposal
- Managing a complete turnkey proposal effort
- Supporting program management and execution

### Professional Development & Training

#### **Offering a blend of learning solutions that help clients build internal capability and competence.**

- Writing Federal Proposals
- Managing Federal Proposals
- Capturing Federal Business
- Winning with Past Performance
- Winning through Task Orders
- Managing Winning Reviews
- Winning in the Cost Volume
- Foundations of Proposal Development (online)
- Understanding the Business Development Lifecycle
- Winning Sales Proposals (Business to Business)
- Winning Executive Summaries (Classroom or CD)
- Price to Win
- Winning Sales Communication
- Positioning to Win (Sales Training)
- Custom course development – classroom and online
- Shibley University
  - Basic Certification
  - Advanced Certification

### Tools and Products

#### **Publishing a number of award-winning books, tools, and templates that help clients win business.**

- Shibley Proposal Guide v4.0
- Shibley Capture Guide v3.0
- Shibley Business Development Lifecycle Guide
- Capture Planning Template
- Proposal Management Plan Template
- Proposal Development Worksheet
- 7-Phase Business Development Lifecycle – chart and description
- Executive Summary Planner
- Bidder Comparison Matrix
- Color Team Review Tools
- Compliance Matrix Template

Learn how Shibley can help you improve your business development effectiveness and success through a proven model of applying best practices. Call us or visit us at [www.shibleywins.com](http://www.shibleywins.com).