Winning with Color Team Reviews

Course Overview

Many organizations conduct color team reviews (e.g., Black Hat, Red Team) or similar activities as part of their business development and proposal processes.

These reviews are designed to help select the right opportunities to bid, confirm win strategies, address proposal and performance risk, and support development of high quality, winning proposals.

Workshop Description

This interactive workshop introduces workshop participants to nine proven color team reviews that have been proven to help offerors increase their win probability on must-win Federal proposals.

These reviews and associated topics include:

• Where color teams fit in the business development process
• Purple Team: Assesses the probability of winning (Pwin) and alignment with organizational goals
• Blue Team #1: Reviews initial capture strategy and capture plan
• Black Hat Team: Predicts competitors’ solutions
• Blue Team #2: Reviews updated capture plan and solution set
• Pink Team: Reviews storyboards and mockups to confirm solution set and to validate proposal strategy
• Green Team: Reviews cost/price solution
• Red Team: Reviews final proposal draft—including price—to predict how the customer will score the proposal
• Gold Team: Approves final proposal and price
• White Team: Compiles lessons learned from capture planning through proposal development to contract award
• Reviewers and assignments: How to get the most out of a color team review

Who Should Attend

• Program Managers
• Volume Leads
• Proposal Managers
• Capture Managers

Workshop Length

• 1 Days
• 1 Shipley University® Unit

Workshop Material

• Workshop Manual
• Shipley Proposal Guide™

Shipley Proposal Guide™ v4.0

Included with Shipley’s Winning Business workshops

The Shipley Proposal Guide™ contains 52 topics and 12 model documents. Each topic section provides a summary of key points.

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We Empower Learning®
Shipley University

Empowering Professional Development

If you are seeking credentials that set you apart from other business development professionals, look no further than certification from Shipley University. Before you can apply industry best practices, you must first know what they are and where to find them.

To become a certified Shipley Business Development professional at the Basic Level, you must complete these requirements:

- **Three Core Courses.** BD professionals must complete the three flagship Shipley courses: Capturing Federal Business, Writing Federal Proposals, and Managing Federal Proposals. Courses taken since 2007 can apply toward certification. Each course is two professional units.

- **Elective Courses.** Completion of four professional units from a variety of Shipley training is required beyond the core courses. Examples include any of these Shipley workshops: Winning Executive Summaries, Pricing to Win, Winning in the Cost Volume, Decision Gates & Reviews or other courses listed on shipleywins.com. Each day of training qualifies for one elective unit toward certification. eLearning modules from Shipley also count toward elective units (one unit per 3 modules completed).

- **APMP Accreditation at Foundation Level also qualifies for one elective unit toward certification. Other relevant courses taken through approved training organizations or universities may also apply toward elective credit. Equivalent business development courses taken from Shipley International affiliates are also eligible toward certification.**

Learning is the Key to Winning

Professionals who continue to learn and develop their talent will always be in demand. Shipley will help you and your organization succeed! You can earn credit toward Shipley certification through your company or individually by leveraging Shipley’s public workshop channel or online learning options. You learn core principles and expand by choosing elective topics that fit your goals.

Shipsley Business Development Certification

Learners can achieve two levels of certification through Shipley University—Basic and Advanced. Advanced certification requires assessment and evaluation to demonstrate competency in key areas.

Validate your credentials and industry knowledge by completing the requirements for certification through Shipley University™. Combine core course content with tailored learning to meet your professional development objectives.

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