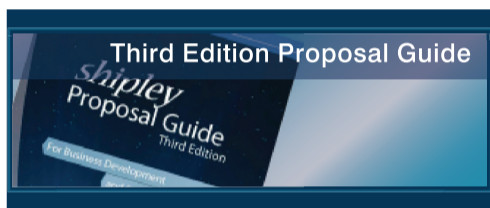




GERMAN APMP WORKSHOP Shipleys Responds to APMP's Programme Expansion

On NOVEMBER 4th, Shipleys will be holding an open APMP Foundation Level workshop in Munich designed for those wishing to attend training delivered in German.

This addition to the Shipleys portfolio of workshops offered in Germany has come about as a result of the recent extension of the Approved Training Organisation Programme (ATO) by the APMP.



Shipleys provides participants with a copy of its award winning Proposal Guide. The Guide is designed to help win competitive business.

ATO's are now able to offer training for the Foundation Exam, to be delivered in languages other than English, as preparation for taking the exam (which remains in English).

There are three levels of Professional Accreditation offered by the APMP:

- APMP-Foundation
- APMP-Practitioner
- APMP-Professional

Candidates' competencies, at each level are tested by different means. At the Foundation Level an on-line examination is available.

Shipleys developed a workshop for the Foundation Exam that has been assessed by the APMP and approved as meeting the standards required.

The workshop provides individuals with the opportunity to learn and/or consolidate their existing knowledge in each of the proposal development Key Competency Areas

tested at this level:

- Research and Management
- Planning
- Development
- Management
- Sales orientation

The key benefit to German speakers is that this is regionally based training, offering workshop content, questions and answers in their native language.

This provides delegates with the best possible preparation for the Foundation Level Examination, whether it is paper based on the day or, on-line in the future.

Professional Accreditation enables organisations to achieve greater recognition for themselves as a reputable employer with a business agenda for excellence.

Just as an employee increases their productivity and value through their professional development, a company can improve

its marketability, efficiency and profitability, by supporting and nurturing its most valued asset – You.

Most companies invest in the development of their staff, recognising that this provides future benefits to the company.

Through sponsoring employees to achieve accreditation and supporting individual training, coaching or mentoring requirements, a company demonstrates to individuals, and other business professionals within the organisation, that it recognises the proposals-related discipline as profession, showing it is committed to investing in its people.

Professional Accreditation provides formal recognition of professional skills that are recognised outside an organisation and by peers in the profession.

To enrol on this workshop please complete the registration agreement and hand in at the stand.

Bringing Improvement into Winning Focus

"We all know we need to IMPROVE – we just don't know what to improve" – a familiar situation for many in business winning and the main factor why all too many improvement initiatives fail, or simply fade away...

When a business has decided to enter into a change plan, in order to be successful, a well prepared, focused plan of action is required.

Top 10 "situations to avoid"

1. Lack of focus – what to improve?
2. Lack of budget
3. Not enough Executive support
4. Good practices likely to be thrown away with the bad
5. Symptoms will be addressed, not root causes
6. Too much, too soon
7. Solution is training alone, now what's the problem?
8. Everyone too busy working on bids
9. Everyone too busy working on bids
10. Everyone too busy working on bids...

Shipleys is increasingly seeing that the most successful client organisations establish a winning focus through gap analyses, before running headlong into improvement mode – or put another way, gaining speed (and burning budget!) before direction.

"we all know we need to improve"

Shipleys has developed a range of tools & processes that will support the professional assessment of a part of the business, and provide the identification of areas for improvement.



Why Reviews Help Improve Win Rates

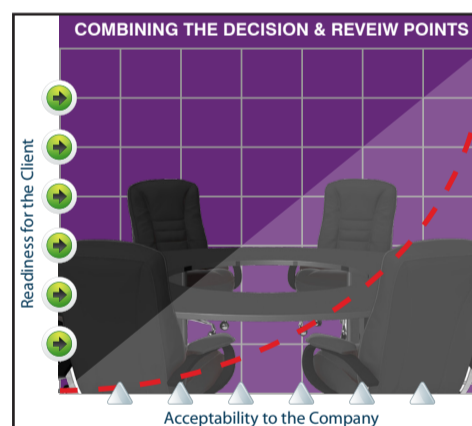
GOOD reviews improve proposal quality, increase customer focus and improve the win potential.

When time is pressured, reviewing your proposal is often a forgotten part of the process. Yet, when done well, it ensures proposal development is more effective, in less time, and to a higher standard.

Today winning good business is more competitive than ever, with fewer opportunities pursued by more companies. It is now essential to ensure that your proposal process supports the bid team to work more efficiently and effectively to produce high quality, customer focused proposals.

Most organisations have internal milestones for senior managers to validate that the offer to the customer is acceptable to the company and complies with internal governance. This often results with proposal teams spending a great deal of time preparing for, and complying with, internal governance, thereby reducing the effort developing the proposal.

This produces the 'traditional' last minute rush to complete the proposal and requires additional and often extraordinary effort in minimum time. It is neither the most effective, or, the most efficient way of working.



Proposal reviews should measure and support the readiness of the document for the customer. A good process supports internal governance milestones and proposal development.

When appropriate reviews are planned that support the size and type of opportunity, they drive early planning and development of the story to be told in the proposal for the customer.

Early reviews provide senior managers with an opportunity to agree the story before writing begins. This provides proposal contributors with clear direction for their writing.

Gaining senior management buy-in at this stage alleviates the extraordinary effort

required at the end by reducing the amount of re-writing required.

Holding carefully planned reviews, with clear objectives and required outcomes, and where reviewers have been properly briefed, is an essential part of winning competitive business in today's environment.

Shipleys has a 1 day workshop 'Effective Reviewing' that reminds and/or teaches those involved in reviewing, a repeatable, systematic approach that is:

Action-orientated – providing clear, constructive feedback that is action orientated and value adding

Balanced – ensuring the trade off between positioning to win and positioning to deliver is effectively balanced

Constructive – challenging, through an environment that is supportive and value adding

Improving – enhancing quality and the probability of business winning.

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The following provides an overview of the various Shipleys tools.

IMPROVE

- The Enterprise
- The Process
- Key Account Plans
- Capture Plans
- Bids & Proposals

GAP ANALYSIS

- Capability Maturity Model for Business Development®
- Shipleys ProcessBench
- Shipleys AccountBench
- Shipleys CaptureBench
- Shipleys BidBench

Overview of Shipleys Assessment tools and processes. In order for change plans to be successful, assessment tools are available that will identify areas for improvement and provide recommendations.

The tools and processes that are applied by Shipleys provide gap analyses of the business elements against best-practice performance, and also against the performance of competitive organisations in the industry. The information on the competition is extracted in an anonymous way out of the rich Shipleys database that has been filled over the years.



The Complete Business Capture Service

The Shipley-Harmonic Alliance enables clients to increase win rates and reduce overall bidding costs.

We provide a complete Business Capture Service to major Defence and Security clients that includes:

Capture and bid management expertise backed by the full resources of Harmonic and Shipley.

Bid support through the provision of subject matter experts, technical specialists and management services in support of solution development.

Capability development by the coaching and mentoring of staff in the Shipley approach during bids and by supporting the development of organisational processes

Effective programme mobilisation by retaining key elements of the Shipley-Harmonic team through to the programme initiation and delivery phases.



Shipley and Alliance partner Harmonic formally launched their Business Capture Service in 2008.



The Shipley-Harmonic Business Capture Service

| POSITIONING | PURSUIT | BID/PROPOSAL | | | POST SUBMITTAL |
|--|-------------------|-------------------------|-------------------------------------|----------------------------------|--------------------------------|
| Pursuit Decision | | Bid/No Bid | | ITT | Bid Submittal · Contract Award |
| FULL TERM CAPTURE AND PROPOSAL MANAGEMENT CONSULTING | | | | | |
| Readiness Review | Blue Team | Draft Executive Summary | Kick Off Meeting | Baseline Solution Review | Proposal Development |
| Competitor Assessment | Develop Bid Plan | Develop Bid Outline | Storyboard/Writing Plan Development | Pink Team | Red Team |
| INTERVENTIONIST SUPPORT, PROPOSAL BENCHMARKING, COACHING AND WORKSHOPS | | | | | |
| Capture Bench | Capture Workshop | Blue Team Workshop | Bid Bench | | |
| Executive Summary Coaching | | | Writing Skills Coaching | Storyboard Workshop and Coaching | |
| TANGIBLE MILESTONE DELIVERABLES | | | | | |
| Capture Plan | Blue Team Actions | Bid Outline | Storyboards | Lessons Learnt Review | |
| Bid Plan | | Response Matrix | | Pink Team Actions | |
| Draft Executive Summary | | | | Proposal | Red Team Actions |
| Compliance Checklist | | | | | |

Maintain Accreditation

Gain MAXIMUM Training CEUs to maintain your APMP Accreditation.

If you have begun your journey to become APMP Accredited, you are now able to earn 10 Continuing Education Units (CEUs) to maintain your Accreditation by attending any Shipley workshop.

APMP Accreditation must be maintained by collecting CEUs throughout each two year period. The number of CEUs varies for the different accreditation levels:

| | Number of CEUs |
|--------------------|----------------|
| Foundation Level | 20 |
| Practitioner Level | 40 |
| Professional Level | 40 |

Required every 2 Years

CEUs are gained by carrying out activities that will further your knowledge and skills within the business development and proposal profession. Previously, all training, whether internally by your organisation, or externally through any training provider, earned the same number of CEUs.

During 2009 APMP have extended their approval programme to include assessing and approving training to carry an increasing number of CEUs. This assessment and approval is based upon the number of transferable skills and tools that are taught. This means now, APMP CEU Approved Training will provide you with up to 5, 7 or 10 CEUs. Training that has not been approved by the APMP provides 3 CEUs.

As a firm supporter of APMP Accreditation, Shipley has invested further in the programme and all our workshops have been rigorously assessed by APMP and are approved to carry the maximum number of CEUs available.

CASE STUDY

Selex Sistemi Integrati has achieved an increase in turnover in excess of 50% through the skills brought to their organisation by The Shipley-Harmonic Alliance.

Selex Sistemi Integrati is a world leader in the definition and integration of systems for defence, coastal and maritime surveillance and air traffic management, with a customer base in 150 countries.

Its capabilities include systems for Homeland Protection, integrated air defence systems, battlefield C4I, naval combat management and air traffic management solutions.

By providing a well proven sales process, delivered by our team of experienced practitioners, Shipley-Harmonic have helped to transform Selex SI's performance on order intake.

Our bid managers and bid specialists have formed flexible integrated teams with Selex SI to win new business in the air traffic control marketplace and to secure follow-on orders from their existing customer base.

Using core company capabilities, the team has also broken into new marketplaces outside of its traditional aerospace and defence.

"By working in partnership with Shipley-Harmonic, we have achieved significant growth in our business. They have always stepped up to the challenge - they have worked closely with us as a team, provided quality people backed up by the excellent Shipley sales process."

Alan Cox, Operations Director, Sistemi Integrati



Shipley Training Worldwide

35% of people WORLDWIDE who have achieved APMP Foundation Accreditation have been supported by Shipley.

As one of the first organisations to gain APMP Approved Training Organisation status, Shipley has an impressive record of successfully preparing candidates to take the Foundation Examination.

Providing flexible training approaches for the Foundation Exam has allowed those living in areas that do not have a strong APMP

presence, to still access APMP approved training and confirm the best practices tested throughout the Accreditation Programme.

Candidates have participated in face to face workshops and E-learning provided by Shipley, across all continents.

Recently a proposal team in Nigeria began an E-learning programme, supported by individual coaching sessions from an experienced Shipley and APMP Approved Trainer in the UK.

During the first half of 2009 workshops in the UK have had participants from Egypt and Kuwait, Canada and all parts of Europe. An increasing number of participants are those who have taken the initiative themselves to confirm their understanding of worldwide 'best practice'.

The Shipley approach allows participation through proven training that is appropriate for individuals and organisations whatever their objectives and culture.



Shipley worldwide offices provide consistent training and consultancy at an international level.

Shipley Expands to Europe and UAE

With a turnover of \$50 million, Shipley has a worldwide presence, employing 900 trainers and consultants.

Shipley delivers services throughout EMEA and India. Recent expansion offering a regional presence has included:

Benelux - the Netherlands, Belgium and Luxembourg.

United Arab Emirates - UAE, Oman, Bahrain and Qatar

Southern Europe - Spain, Portugal, Italy

Romania - Including Croatia and Greece

For information about Shipley worldwide, follow the country flags at www.shipleywins.co.uk

Shipley Services Available in Benelux

Shipley has expanded its local presence to the Benelux markets of:

- Belgium,
- Netherlands
- Luxembourg

In order to respond more effectively to local demand and cultures, Shipley has recently opened a local office to serve the Benelux market.

This region's countries are characterised by culture and language.

As well as serving its local markets, there is a big focus on major international businesses that are represented in the region.

Belgium, because of its strategic position in the European Community, and the Netherlands because of its important logistical position.

A range of workshops have already been delivered with demand for additional sessions to be scheduled.

Later this year, Shipley intends to expand its programme of locally available workshops in Benelux, with the APMP Foundation Level workshop.

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Or register on-line, visit

www.shipleywins.co.uk