



SHIPLEY SUPPORTS FUJITSU IN GOVERNMENT DEAL

"I do not believe we would have been able to do this in the timescale without Shipleys help..."

FUJITSU have recently won the contract to provide information and technology services to HM Treasury.

Towards the end of this highly competed process the evaluation called for, at short notice, an executive white paper.

The Fujitsu team had only a very limited time to respond and asked Shipleys to help produce the executive white paper, at 2 days notice, and to:

- Ensure the customer expectations for the document were met
- Challenge the bid team to produce a clear, concise and targeted executive paper
- Drive through Shipleys best practice in structuring a persuasive document.

HM Treasury chose Fujitsu to deliver the services, and have said one reason they were chosen was due to their ability to articulate clearly how their solution would help HMT to achieve their stated business objectives.

"We were asked to prepare an Executive white paper for HM Treasury, at very short notice, when the bid team was already more than fully occupied. Shipleys responded to our urgent request, joining our already busy team and providing an external view. The consultant diplomatically and professionally guided the bid team to complete a paper:

- Matched to the requirements of the HMT
- Clearly stating why Fujitsu is uniquely placed to deliver the services
- To persuade HMT of the benefits of outsourcing and
- Enabling us to advance the dialogue and close the deal.

"I do not believe we would have been able to do this in the timescale without Shipleys help and the paper itself was instrumental in helping us to close the deal."

Tom Roche, Account Director Fujitsu Government Business Division



Coaching Matters

DEVELOPING others is a core leadership role, and the enhancement of Capture and Proposal development techniques within the team is fundamental to success in business winning.

Whilst an ability to encourage others is perhaps the most important skill a coach can have, encouragement alone is usually not enough.

The most effective coaches are able to:-

- Objectively analyse quality against a best practice reference, not their opinion
- Highlight strengths and areas for further improvement, focusing on a small number of agreed, achievable improvements
- Go on to encourage and support the team in implementation

Although experienced and successful, many leaders lack the skills, tools and methods to coach others and subsequently fail to pass on their experience to the team

Shipleys Capture Coach, two day workshop provides individuals with the skills and tools to coach teams before the RFP/ITT is released. The focus is on what makes a good capture plan and how to coach for improvement, developing winning strategies and allowing the right decision to be made at bid/no bid. Participants receive a copy of CaptureBench.

Shipleys Proposal Coach, two day workshop provides individuals with the skills and tools to coach teams during the proposal development phase. The focus is on helping teams to write a winning proposal, building on earlier capture work. Participants receive a copy of BidBench.

Both workshops are based on real customer opportunities, are supported with practical tools and include post-workshop support leading to Shipleys certification.

UKAPMP Conference Special Offer

FOLLOWING a European directive in 2004, the UK Government introduced competitive dialogue as a process for the award of complex contracts.

Many Contracting Authorities have adopted this new procurement approach and experience shows that it can be an expensive and exhausting process for bidders.

In this 2 day workshop, Tony Birch of Shipleys Limited, will provide attendees with the essential skills and resources required to achieve success in a competitive dialogue procurement process.

Guidance will be given on how to effectively prepare and cost such tenders.

The workshop will share lessons already learnt by companies that have participated in competitive dialogue.

Discount voucher available at Shipleys stand.

We offer open versions of our workshops, available throughout the year at various locations, to allow clients to:

- Train bid and sales professionals in an 'out-of-their-industry' environment
- Train their bid and sales professionals - when they have insufficient numbers of staff to justify the cost of an 'in-house' workshop.
- Experience our approach to training - prior to running 'in-house' workshops.

Nov 2009 4	German APMP Foundation Level Accreditation Training Munich, Germany
Nov 2009 17-18	Writing Winning Proposals claim a credit of 10 CEU's Warwickshire, UK
Nov 2009 18-19	Solution Selling Northampton, UK
Nov 2009 26	Customer Focused Writing Surrey, UK
Dec 2009 8-9	Writing Winning Proposals claim a credit of 10 CEU's Dubai
Jan 2010 14-15	Writing Winning Proposals claim a credit of 10 CEU's Surrey, UK
Jan 2010 26	APMP Foundation Level Accreditation Training Northampton, UK
Feb 2010 2-3	Competitive Dialogue SPECIAL OFFER for UKAPMP Conference Attendees Surrey, UK
Feb 2010 10-11	Solution Selling Surrey, UK
Mar 2010 2-3	Writing Winning Proposals claim a credit of 10 CEU's Northampton, UK
Mar 2010 23	Customer Focused Writing Northampton, UK
Apr 2010 15	APMP Foundation Level Accreditation Training Surrey, UK

□ A range of open workshops that provide the training needed to improve business winning capability.

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	RFP Compliance Check	
Competitor Assessment	Develop Bid Plan	Develop Bid Outline	Storyboard/Writing Plan Development	Pink Team	Red Team	Lessons Learnt	
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.

More information:

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Or register on-line, visit www.shipleywins.co.uk