

Breaking the Barrier



Preparing for Your Future

CCA

BUSINESS ADVICE WITH INTEGRITY

Being a small business was good:

- Set Aside's limited competition
- Primes needed you
- Management was relatively simple
- Large universe of opportunities

BUT

You are about to break the Small Business Barrier

- Full and Open Competitions
- You are competing with the Primes
- Management will now become more complex
- Opportunity universe is about to get smaller

To Grow or Not To Grow?

- What were your original goals?
- What is your vision for the future?
- What is the impact of your decision on others?
- What are the market conditions?
- Who is your competition?
- What will differentiate you in marketplace now that “small” is gone?
- How much time do you have to decide?

Consider

- It takes just as much *planning* and *executive time* to figure out how to stay small as it does to plan for growth
- Staying small is not necessarily easier

Preparing for Growth

1. What caused you to be successful?
2. What could you have done better?
3. Is your near-term performance all it could be?
4. What are the knowns and unknowns in your market?
5. Are there unique opportunities for you in the market that may give you a competitive advantage?
6. What am I doing now that will not help me get to the next level?
7. Who are my strong players and where do I need to grow talent?
8. How do I maintain momentum through the barrier?
9. Am I properly organized for the future?
10. What do I need to do to improve current processes and what new processes do I need?
11. Who are the big winners in the “full and open” market and what are they doing?
12. What are my performance expectations as a mid-sized company?
13. Do I understand my business now?

Thoughts on Successfully Breaking the Barrier

- Don't abandon the things that made you successful
- Growth requires more structure in processes. The challenge is to maintain agility, speed and entrepreneurship.
- A robust pipeline is the key to success. Pay attention to it.
- Relationships will matter more.
- You can't double your revenue by simply doing twice as much.
- Have a vision and build your timeline back from the future.
- Acquire talent in key areas. Build a great team and delegate.
- Don't be a slave to FedBizOps, GovWin, et. al. **You make your successes not by reading about them, but by creating them.**
- Be clear about your expectations.
- Set metrics and assign responsibility.
- Don't forget to focus on near-term performance. Reputation in the marketplace can be a powerful differentiator.

How We Can Help You Break the Barrier

1. Take a Fix
 - Assess health of current business
 - Evaluate Organization Structure & Personnel
 - Assess Market Position
2. Determine Destination
 - Strategic Planning
 - Service Offerings
 - Determine Personnel Needs
3. Plot the Course
 - Pipeline Development
 - Business Development Strategy
 - Capture Management
 - Process improvement
 - Proposal Process
 - Organize for Success

How We Can Help You Break the Barrier

4. Execution

- Culture Change
- Develop Metrics
- Executive Coaching
- Periodic Assessment
- Mid-course Corrections

Some Final Thoughts

- First, understand where you are. You need to “be all you can be” before the transition
- Recognize a culture change is required
- Have a strong BD team
- Nothing sustains momentum like a strong pipeline
- Stay agile
- Make sure everyone is “On the Bus”
- Have the *discipline* to stick to the plan and the *wisdom* to know when to change it