



LESSON
#8

ASSEMBLE COMMITTED AND ENGAGED REVIEW TEAMS

With a large number of deliverables, it is unrealistic for any person to review all of the documents in any meaningful depth. By splitting the review load to Review Teams, we create a more manageable load so that each reviewer can properly review the documents and provide meaningful feedback in a timely manner.

Our recommendation is that each Review Team has a number of senior and experienced experts across a range of relevant subject areas, drawn from a cross-section of the organisation and advisory team.

Furthermore, each Review Team should be led by an experienced facilitator with extensive bidding expertise, and each Review Team should 'own' a full package of content, such as the technical solution, the commercial and risk content, or the management plans. The Review Teams should actively participate in every step of the content development process, from Content Analysis through each of the draft Review Sessions, and ultimately through to the finalisation of the document.

WHAT REVIEW TEAMS DO:

- ✓ They use their expertise to challenge, direct and coach the leads and writers of each section to help make each section the very best it can be
- ✓ They provide a sounding board and help brainstorm innovations, initiatives and ideas so that we can create a unique, high-value offer for the client
- ✓ They provide a sanity check for the proposal to ensure it makes sense and is correct
- ✓ They ensure consistency and synergy between the schedules
- ✓ They provide the strategic insight to ensure the proposal is differentiated and compelling to the client
- ✓ They use their expertise to check the quality and accuracy of the content
- ✓ They objectively score each document to provide a measure of a document's progress and development
- ✓ They approve the content to enter the sign-off process



Review Teams are instrumental in helping put together a winning bid. They allow us to harness the intellectual horsepower of an incredible team to create a winning solution.



SEAGULLS

By engaging the Review Team in the full process of content development from the beginning, we get the right direction at the right time. No one likes investing months of work to have a seagull swoop in at the end and do what seagulls do.