Speaker: Mark Taylor, Shipley Ltd
Topic: Getting best practice into practice: using storyboarding to innovate and collaborate.
Monday 11 May 2015
Aviva, Wellington Row, York

This meeting was well attended and the session was opened by Jane Matthews (Aviva) before being passed to the speaker, Mark Taylor from Shipley Ltd.

Mark began discussing how to put theory into best practice.

Capability, knowledge and execution gaps.

What we *say* we do is not always what we do. As much as we all try to follow best practice, in reality it doesn't always happen. Whilst it's fairly easy for companies to lessen or remove the knowledge and capability gaps, the execution gap is sometimes a little harder to deal with.

The execution gap cannot be closed by increased auditing. The best way to reduce this gap is to empower staff to follow best practice, and help them to see its benefits.

What are great, good and ok bid responses?

We were provided with the definitions of instructional and technical compliance and examples of one, two and three star bid responses, highlighting what a 'not ok' answer would look like.

If there is not enough time/resource to produce a three star response to a question then it is reasonable to aim for a 1 star response, saving resource for more critical questions within a bid. Justified non-compliant answers are not necessarily negative. Non-compliant answers can be positive differentiators depending on the reason.

Risk adjusted scoring/pricing

Some companies risk adjust scores within bids which can disadvantage certain bidders. This can be mitigated within a bid proving a good reputation can overcome higher pricing.

When to storyboard

Straightforward sections of bid documents would not need storyboarding, just the more complex or highly important sections. To identify which sections to storyboard list them in order of importance to the prospect.

Theme statement

Write out a theme statement by listing the following in order then turning them into a sentence: Hot button/discriminating feature/benefit/proof. For example, *customer* will improve *what by when/how much/what %* as a result of *our discriminating feature* as shown by *relevant proof.*

Zoo exercise

As a final exercise, attendees were split into groups and given a picture of an animal. They were tasked with creating their own theme statement to be used to promote their animal to increase profitability at the zoo. The results were quite amusing and everyone seemed to enjoy the exercise.

An interactive, enjoyable session providing practical advice on how to implement best practice. Mark concluded by highlighting the benefits of a pragmatic bid approach.