

Creating and Demonstrating Value – Developing expertise using skills analysis

Presented by Greg Bowie, Bids Manager, Brodies LLP

Wednesday 13 May 2015

Hosted by Brodies LLP, 15 Atholl Crescent, Edinburgh EH3 8HA

Just over twenty people attended the second Scottish event this year. Holding morning sessions seems to be the way forward and as this venue was well placed for Haymarket Station all attendees were there on time and had a good half hour to spend networking over coffee before the presentation began.

We are starting to build up a core of regular attendees at these events and it's good to see familiar faces but also encouraging to see some new people coming along and taking part.

Greg's presentation was based around analysing the skills we have and thinking about what we need to do to succeed. He talked us through his background and his experience of moving from a construction based background to his current position managing professional services bids in a legal environment. His key areas of expertise in Project Management and People Management and his flair for communication were transferrable skills he brought across to his new role.

He outlined how he mapped his skills to APMP competencies and told us how encouraging and adopting a winning mentality was key to building a successful bid team. He also spoke about how useful it was to carry out a SWOT analysis of our skills and identify any gaps which could be addressed by more training.

Greg was an engaging speaker and drew people into a discussion by asking various questions and encouraging us to share our opinions. It was generally agreed that bid management is a skill which can be utilised over all sectors with different sectors requiring slightly different focus at different stages of the bid cycle.

There was a discussion around the perceived value of bid management and we were all encouraged to add value to the bid cycle by reviewing bids with our sales teams, challenging their answers and creating a team with a winning mentality. It was also suggested from the floor that a useful exercise is to review old bids to remind ourselves and our teams of just how far we have progressed.

All in all this was an interesting meeting with lots of interaction and good comments from attendees as they were leaving. There is definitely an appetite for more meetings in the Central Belt and some people volunteered their locations for future use. APMP is alive and well in Scotland.

**Karen Althen CP.APMP
Bid Manager, Phoenix, Glasgow**