

# Innovate In Your Bids

*The Inn8® Workshop Programme for Larger Value Bid Opportunities*

**BIDDING IS CRUCIAL** to the success and growth of many businesses, yet is costly, consumes valuable resources and can cause disruption to everyday business operations. Therefore it is important that you increase the chance of winning the bid.

Your company may employ bidding processes to create compliant responses to opportunities and articulate current capability. Yet these processes do not stimulate the creative thinking that produces innovative solutions. Nor do they help to build the innovative climate that can sustain creative thinking throughout the bid process.

As a result, people may rehash inappropriate solutions from previous bids, offer solutions similar to the competition or focus on price with low margins.

This process can also be driven by the need for quick response times and limited resources; factors compounded by the absence of a creative way to explore the bid opportunity and stimulate innovative thinking.

To help you overcome these issues, we provide the **Inn8® Bid Workshop Programme**. This structured, yet creative methodology complements your existing bidding process, motivates your Bid Team and harnesses the innate creativity within it.

This brochure explains how we can help you use Inn8® in facilitated workshops to produce innovative solutions to differentiate your bid from the competition and/or reduce costs to improve margins.

**“Produce innovative solutions that distinguish your bid from the competition and / or reduce costs to improve your margins.”**



## Who we work with

**考** Yes! And. works with **MEDIUM TO LARGE COMPANIES** bidding for high value opportunities.

These companies seek to differentiate their bids by stimulating creative thinking in their people to produce highly competitive responses. They are **WILLING TO INVEST** resources in the **Inn8® Workshop Programme** to achieve this.

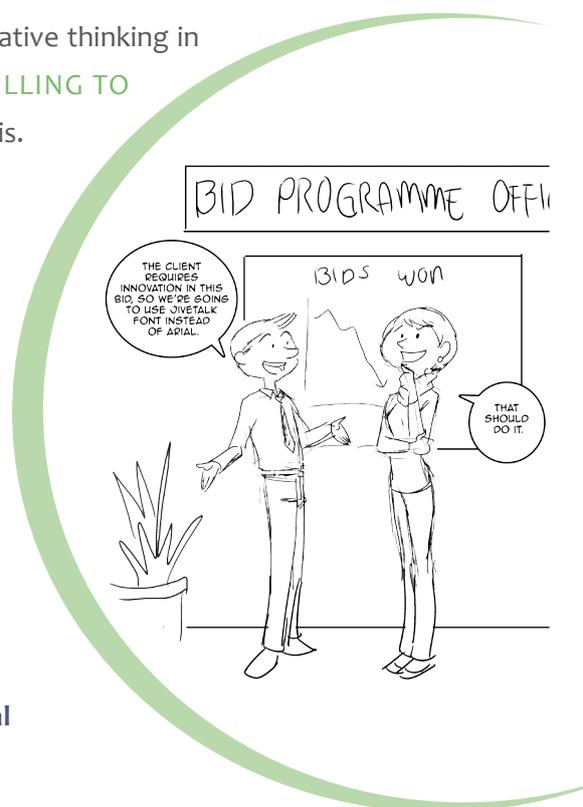
## Our Approach; How You Benefit

Our solution injects creativity in to the bid and **COMPLEMENTS** the mechanics of the bidding process, such as document writing and illustration, to help deliver a more innovative bid.

Depending on the requirements of the bid and your operational needs, we can **tailor your Inn8® Bid Workshop Programme for you.**

We offer four separate workshops, depending on your needs:

- ▶ **Motivate Your Bid Team**
- ▶ **Create Innovative Bids**
- ▶ **Identify Topics for Innovation**
- ▶ **Innovate in Contract Renewal**



### MOTIVATE YOUR BID TEAM

A one day workshop to shape an effective Bid Team for your company, clarify roles and responsibilities, share capabilities, build momentum and create an innovative climate in the team.

#### BENEFITS

**The Bid Team gains:**

- A high level of trust and familiarity, which reduces conflict and stress
- Experience working in an innovative climate
- The energy and momentum to approach the bid in an innovative way.

### IDENTIFY TOPICS FOR INNOVATION

A one day workshop for the Bid Team to explore the bid requirements and identify, using the innate knowledge of the team, where the key opportunities are to innovate.

#### BENEFITS

**The Bid Team gains:**

- A rich understanding of the requirements and the company capability to deliver an innovative solution
- A wider understanding of other factors that impact on the bid such as competition, financial drivers and potential partners
- Collective agreement on those areas for innovation that will add most value to the bid proposition, which should speed the development of solutions.

*“Thank you for the outstanding job you have done for us. It has been one of the best lessons of the pursuit that I and others have learned.”*

*Bid Team Client*

## CREATE INNOVATIVE BIDS

The Bid Team creates and hones a compliant and innovative solution(s) in a two-day workshop and articulates the solution so that the customer and your executive team appreciate the value of the offer.

### BENEFIT

#### The Bid Team will:

- Develop solutions that elevate your bid above the competition and / or enable you to compete on lower price while maintaining margins
- Capture ideas that may be relevant to other bids or business operations
- Experience an approach to foster further innovation within the company.

## INNOVATIVE CONTRACT RENEWAL

Do you have an existing contract with a client that is due for renewal and your client is seeking competing bids? Many companies wait to see the tender document before developing their offer and this gives two issues:

- You have limited time to respond, which limits your thinking time
- You cede the time advantage over your competitor.

Why not make the most of the advantage you have, by holding our Innovative Contract Renewal workshop two or three months in advance of the tendering process?

### BENEFIT

- More time to think through your current offer and generate innovative ways to improve it and maintain margins
- Less pressure on your people – they have a chance to think without the bid requirements and deadlines limiting their creativity

- The opportunity to enhance the knowledge of the whole team about the current situation, so that when the tender arrives, they are already prepared
- You have time to check the feasibility of your ideas
- You make the most of your advantage over your competitors.

## CASE STUDY

Our client is a major service provider to a range of multi national companies. They have licenced our Inn8 Innovation Approach and use it to enhance more radical innovation in different areas.

A long-term contract with one of their major clients was due for its first renewal and their client was to put the contract out for tender. This contract was a major revenue stream and it was critical that they won the renewal.

Our client decided to run a workshop using the Inn8 model, two months in advance of the tender process. They explored the current contract and the operation of the contract, bringing together all the relevant people.

In this way they were able to develop and check a number of ideas to enhance the contract without too much pain for themselves. They found the bid process far less pressured as a result and while the workshop was not the only reason for success, they felt it made a significant contribution.

*“Two months before the client retendered for the contract, we used the Inn8 Approach to develop an innovative proposition for our bid. This was very helpful and was one of the reasons why we regained the contract.”*

*Client*

## Our Roles

The Inn8 Facilitator works with the team **on process**. He guides them to use logical and creative thinking, keeps them on time, encourages participation and maintains energy. The Bid Team Coach focuses **on content**, but does not participate in the discussions. The Coach challenges the team's thinking, provides constructive feedback and may contribute ideas if sought.

*“They are outcomes that we could never have dreamt of achieving over three days of activity without using Inn8.”*

*Client*

## Who We Are

### JOHN BROOKER – BID TEAM FACILITATOR



For thirteen years, John has facilitated workshops with organisations such as Airbus Group, BT, Visa and Unipart to help them align and engage their teams

and to think in an innovative way. He is particularly experienced with multinational and multicultural teams, working regularly throughout Europe, Middle East, Africa and Asia.

John, a former Senior Vice-President of Visa, became interested in bidding when he facilitated workshops to help a US company align a multi-national bid team experiencing the issues we have mentioned.

In 2013, John trained over 200 bid team members in Asia, to help improve their financial knowledge and bidding capability. He is the author of “Innovate to Learn, Don’t Learn to Innovate,” available on Amazon.

### JEFF PARKER – BID TEAM COACH



Jeff is a former Vice President of Airbus Group with many years practical experience of working on Bid Teams and winning high value contracts both in the UK and overseas.

Jeff spent 15 years defining strategy and driving it through Business Development and Sales so that the selection of opportunities on which to bid aligned with business growth and profitability.

He worked closely with Bid Teams, to identify ways to discriminate their proposals against competition, through innovative solutions and development of creative bid presentations for the tendering organisations.

He has a firm belief that bidding can be a creative and constructive process but this requires structure and stimulus for the Bid Team to perform in an innovative environment.

## Next Steps

If you would like to adopt or explore our approach to bidding, please contact us. However, should you desire to learn more about our thinking and consider whether we are the right organisation to work with, please download a copy of our article here: <http://www.yesand.eu/maximise-opportunity/>

Or email us to request a copy.

### Contact Us

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