

# STRATEGIC PLANNING & EXECUTION

Forge provides strategic planning and execution services that allow growing organizations to leverage hands-on strategy application, understanding of best practices from businesses of all sizes, and identifying potential pitfalls to avoid.

Applying these capabilities result in organizations being more focused on achieving their objectives, aligned directly to their mission, vision, and goals.

Forge tailors each engagement to client needs to ensure efficient use of time, determining specific measures of success to maintain focus and adjust direction. By using proven methodologies, Forge delivers consistent planning, deployment, execution, reporting and analysis of strategic, tactical, and operational processes.



## STRATEGIC PLANNING

**Structured but flexible framework aligned to client needs and availability**

- » Assessment of 3-5 year goals

**Identification of best practices from similar successful organizations**

- » Industry and government expertise

**Planning to avoid common pitfalls at each stage of organizational growth**

- » Defined milestones and benchmarks

**Inclusion of all stakeholders to reduce risk of incomplete or inaccurate strategy**

- » Internal and external surveys



## STRATEGIC EXECUTION

**Strategic plan implementation roadmap**

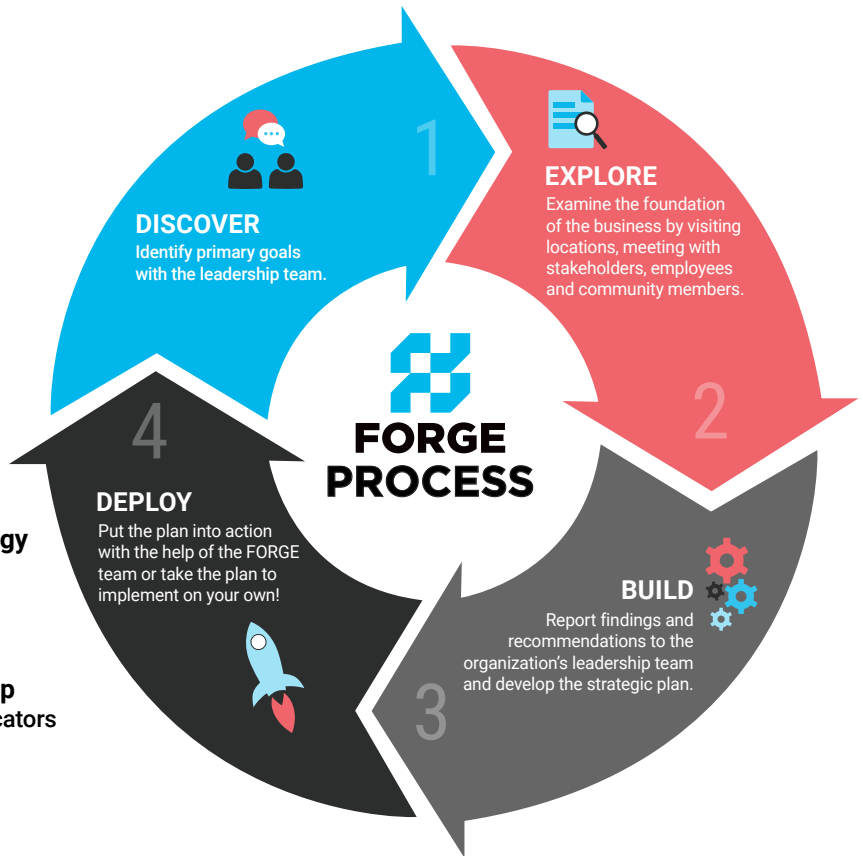
- » Identification of Key Performance Indicators

**Management and staff orientation**

- » Aligning strategic plan with ongoing business functions and activities

**Reporting and Analysis**

- » Assessment of plan execution with contingencies to address unexpected issues



## OTHER FORGE SERVICES

- » Business Development including Capture Coaching and Proposal Support
- » Training
- » Program/Project Management

# CONTRACTOR SUPPORT SERVICES

Forge provides services to assist organizations in the identification, qualification, and pursuit of growth opportunities. Our structured yet flexible approach provides guidance in making decisions to determine the viability of any opportunity. Forge Contractor Services cover the full spectrum of new business capture from opportunity identification through the proposal phase to contract execution. With over 85 years of combined experience in managing and executing contractor services, our subject matter experts help organizations to free staff from intensive capture and proposal work, allowing them to stay focused on client-based efforts.



## GROWTH SUPPORT



### Market Identification/Analysis

- » Determining highest return on investment for marketing and business development efforts

### Capture Guidance

- » Preparation to pursue an opportunity

### Gate Reviews

- » Critical go/no-go decision points

### Solicitation Reviews

- » Initial assessment of opportunities for alignment of capabilities and experience

### Response Templates

- » Tailorable formats based on type and size of pursuit

### Win Theme Facilitation

- » Emphasizing organizational strengths and competitive advantages

### Compliance Matrix Development

- » Ensure response meets or exceeds requirements

### Storyboard/Solutioning

- » Development of technical, management, and pricing response approaches

### Proposal Color Review Facilitation And Participation

- » Structured process to advance each response to completion

### Cost Volume Assistance

- » Pricing Strategy – guidance for preparing reasonable, accurate and compliant pricing
- » Pricing Template Development – preparation of pricing spreadsheets, templates and completion of cost volume pricing deliverables
- » Basis of Estimate – ensure accuracy and reasonableness of pricing and alignment with staffing approach
- » Alignment with Technical Volume

## TRAINING



- » Capture Process
- » Proposal Development Process
- » Basis of Estimate

## PROJECT MANAGEMENT CONSULTING



- » Work Breakdown Structure
- » Earned Value/Performance Management

## OTHER FORGE SERVICES

- » Strategic Planning & Execution
- » Leadership Development
- » Government & Community Relations