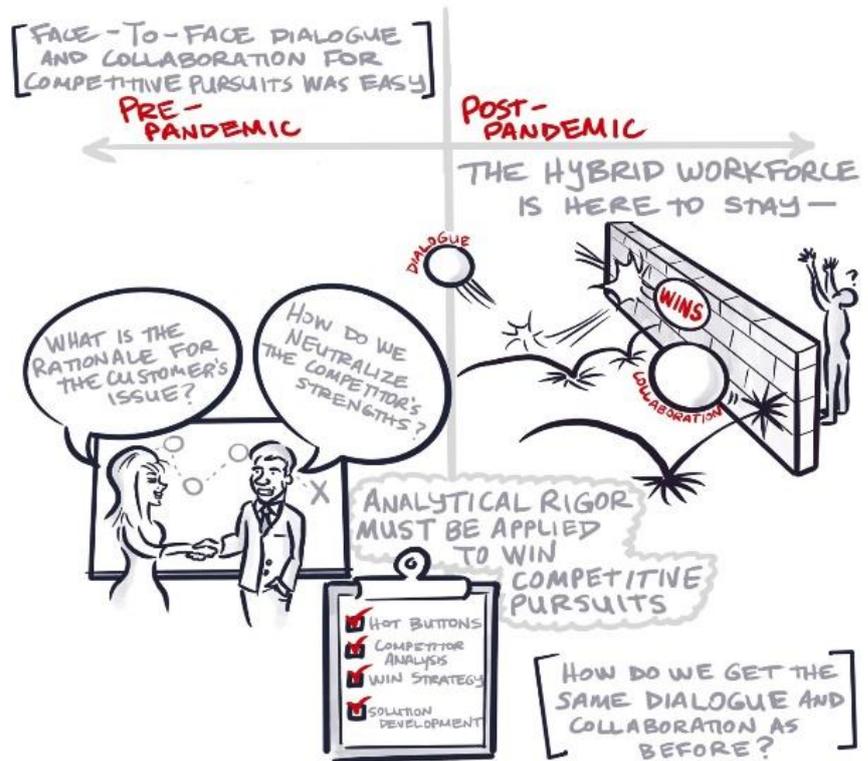


## The hybrid workforce is here to stay — Now how do we win competitive pursuits?

### The Way Things Were

Before COVID-19, companies that won high-value competitive pursuits spent their time collaborating face-to-face and having deep dialogue in the company conference room applying analytical rigor to customer hot button issue identification and analysis; competitor assessment; win strategy and proposal strategy formulation; and solution development. Very often companies even incurred the expense of flying key members of the pursuit team (e.g., subject matter experts) across the country just to have them in the same room.



### The Problem

COVID-19 stopped all of these activities essential to winning a competitive pursuit like a brick wall. It's now two years since the start of the pandemic, and the remote or hybrid workforce at best is here to stay.

### The Impact

We're fortunate to have video-based collaboration tools like Microsoft Teams and Zoom to support this new state-of-play for working remotely; however, the truth is that they're no remedy to what we all knew that we once had before the pandemic. It's bad enough that the road to customer intimacy that we experienced in the past likely now has indelible obstacles. Now we also have to realize that the collaborative intimacy that a company needs to answer the most important question in a competitive pursuit "Why Your Company?" is limited too. That's because the same old analytical rigor of the past just is not there with a remote/hybrid workforce (i.e., pursuit team). This new reality makes it more difficult for companies to increase the value of their enterprise.

### The Need

There is an Old English proverb that states "Necessity is the mother of invention". For companies whose business growth depends on winning competitive pursuits, maybe there is just one of them that will create a capture-as-a-service (CaaS) capability to help us get back to that collaborative face-to-face, deep dialogue, analytical rigor that we once were able to do in order to win that high dollar value competitive pursuit.

## The Benefits

The CaaS would be an analytical tool for collaborative competitive pursuit analysis and enterprise value creation. It would be able to:

- Automate the critical thinking and other activities that need to be done during capture and proposal planning
- Support all size companies and deal types (i.e., small to large)
- Complement any existing business development lifecycle process
- Provide ability to spot “red flags” in potential pursuits early.
- Allow efficient and effective pre-proposal activities
- Enable continual capture and proposal team productivity and overall enterprise value-add
- Permit a successful transition from capture to proposal
- Allow inexperienced capture management professionals to quickly ramp up to become high performers
- Enable more effective capture and proposal reviews
- Allow to easily perform forensic analysis on a proposal submission
- Increase company’s overall value (win or lose)

## The Way Things Could Be

We believe, if such a CaaS offering makes it to the market, then not only will the overall value of companies that use it increase, but their potential customers will realize greater benefits realization and risk mitigation to their own services. This is because the necessary thinking to deliver true value in the end to them is never impeded from the very beginning when the customer's hot button issues are first trying to be understood.

For that reason, because we’ve recognized the need for such a CaaS-based offering in the market, we have automated a proven capture-based framework that addresses this need as a software-as-a-service-based capability for the market to use.

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