

Case Study #2

Need for a Strategy to be Delivered to the Client

The Challenge:

Our client was proposing on work that was key to its strategic growth plans. Their preparations had begun 18 months earlier. Now, as the due date for RFP was approaching, our client felt they had a strong response, but nothing that stood out. Our President, Leigh Ann Hope, had previously engaged our client at a conference and her messaging of "*strategy*" remained ingrained in his head.

Our Solution:

Time was of the essence. Within five days we were sitting across from the capture team unveiling our strategy. Our strategy deployed a phased approach that would allow for a controlled deployment of resources, ensuring sustained quality for the Department of Defense (DOD).

The Outcome:

They loved it. So much so, that they invited us to share our strategy directly with the DOD, a rare invite. The excitement did not wane. The DOD finally saw a realistic strategy to a significant challenge that solved their problem in a methodical way.