



2019 User Conference

INFORM. EDUCATE. INSPIRE



Storyboarding for Quality

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Agenda

- History of Storyboards
- Why We Storyboard
- Why Storyboarding is Important
- Key Elements of Storyboarding
- Problems with Storyboarding
- Tips to Increase Storyboarding Success



History of Storyboards

- Developed at Walt Disney Productions during the early 1930s
- Originated as a graphic organizer of pictures displayed in sequence
- Served to pre-visualize a motion picture, animation, or interactive media sequence
- Designed to visualize the storytelling, focus the story and timing, and define the technical parameters



Why We Storyboard

- Necessity for visual appeal in proposals
- Need to present a cohesive “story” in our proposal responses
- Became part of our industry standard best practices



Why Storyboarding is Important

- Increases efficiency
- Helps writers:
 - understand the task
 - analyze the audience
 - map, plan, and/or brainstorm
- Helps gain buy-in from stakeholders when formal storyboard reviews are conducted



Key Elements of Storyboarding

Brainstorming

- Analyze the customer
- Consider the competition
- Consider your position
- Define the section strategy
- Identify section themes
- Outline
- Research
- Add key visuals

KEY SOLUTIONS

SECTION INFORMATION

Insert Project Name

Volume: _____

Section Number: _____

Section Title: _____

Number of Pages: _____

OUTLINE AND COMPLIANCE CHECKLIST

Section	Section L	Section M	Other

DEFINING THE APPROACH

Customer Issues/Not Solutions

Team Strengths

Team Weaknesses

—AOC KSI Proprietary Data— 2

KEY SOLUTIONS

Competitor Strengths

Competitor Weaknesses

Section Theme Statement

Features

Benefits

Level Before Mitigation

Mitigation

Level After Mitigation

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KEY SOLUTIONS

KEY GRAPHICS

Sketch, a template for a table, a photograph or other graphics to support the material to be included in the section. Provide a title and action caption for each graphic identified. Use additional space as needed.

Graphic Title

Action Caption

PS

Gathering information needed to complete the section or make it stronger

Information that may need to be gathered through a data call. Attach separate sheet if necessary

Needed

Decision Needed	Person Responsible

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Problems with Storyboarding

- Storyboarding is difficult to implement
- When we do use storyboards, they are often ineffective
 - content is often incomplete
 - content often doesn't transfer to the proposals
- This is likely because we are approaching storyboarding in the wrong way



Problem #1: You're Storyboarding in Silos

- The real intent of storyboarding is to foster collaborative thinking
- The process of visual thinking and planning allows a group to:
 - brainstorm together
 - place ideas on storyboards
 - arrange the storyboards on the wall
- When used correctly, storyboarding fosters more ideas and generates consensus inside the group



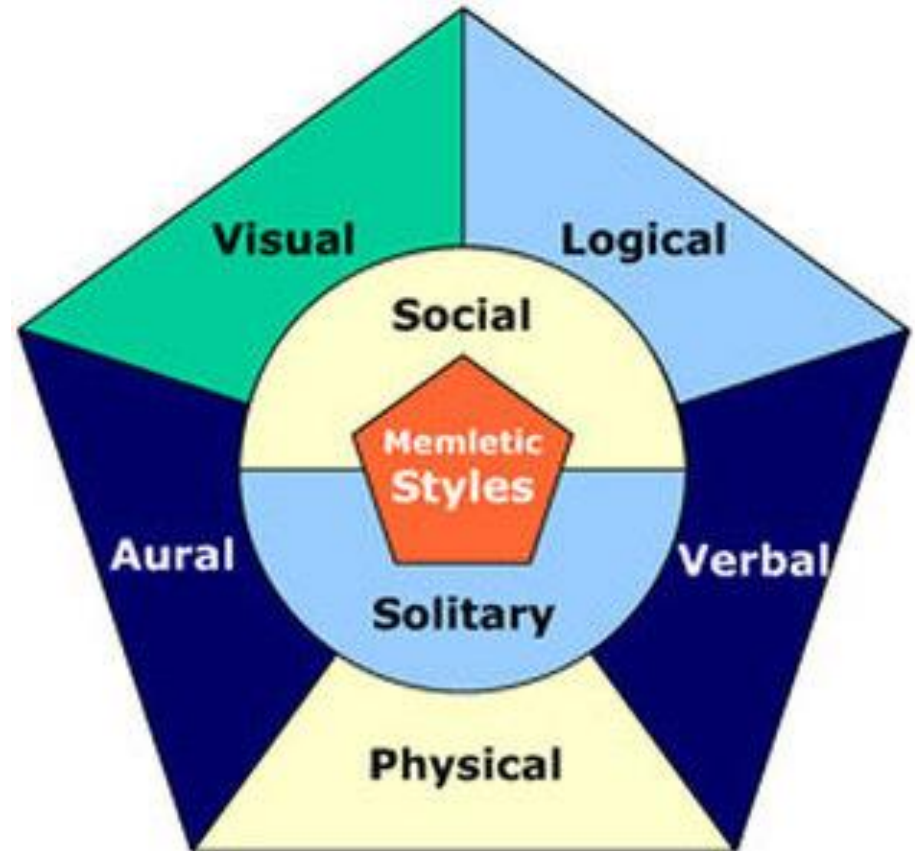
Problem #2: You're Over-Storyboarding

- Storyboards work best when they support the big picture
 - i.e., the thread that will be pulled throughout the overall response
- For smaller proposals, stick with the major high-level sections
 - e.g., Management, Technical, Staffing
- For larger proposals, storyboarding to the first and second-level sections will typically suffice
 - e.g., 1 Technical, 1.1 Development Approach, 1.2 Testing Approach, 1.3 Implementation Approach, 2 Management, 2.1 Organization, etc.



Problem #3: You're Not Catering to Different Personality Types

- Different people need different environments to cater to how their minds work
 - Some individuals need independent, quiet time to think through things
 - Some individuals need group dialogue to generate ideas and think through things out loud
 - Other individuals are more visual, and prefer to draw things out



Tips to Support Different Personalities

- Vary your solution development, brainstorming, and/or storyboarding sessions to cater to different personality types
- Allow for:
 - independent solutioning
 - group solutioning
 - small group solutioning
- Present different brainstorming strategies:
 - lists, mind maps, freewriting, etc.



Tips to Increase Storyboarding Success

- Before the storyboarding sessions, authors should review:
 - RFP documents
 - capture documents
 - proposal outline and assignments
 - storyboard templates
- Set aside multiple days for storyboarding
- Limit brainstorming sessions to 30- to 60-minute intervals with several breaks
- Make time for a formal storyboard review
- Transfer the storyboard content to the Draft Templates



Thank you!



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