



NDIA
6th Annual National
Small Business Conference

Sell - Be Sold - Or Be Gone

OI&QSM Based on Human Intel

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Discussions – Questions – Decisions

- How do the following contribute to challenges you face in BD and revenue growth
 - Strategy
 - Culture
 - Capabilities
 - Personnel
 - OI&Q™ Process
 - Leadership
- What do you find most difficult regarding the role or process of Business Development?



The 4 Challenges to Building & Leading a Business Development Organization

1. Assessing Operational & Tactical BD Plans
2. Personnel & Organizational Assessment
Realignment with Leadership Evaluation



The 4 Challenges to Building & Leading a Business Development Organization

3. BD Process Design & Implementation with Operations Support
4. Professional Development Curriculum Design & Implementation



Small Business Rule #1:
“Make Pay Every Friday”
“He who rides the tiger cannot dismount”

- The Dependent vs. Independent mindset and environment
- Your plan or you are part of someone else’s plan



The People and Leadership Side of Business Development

- Top 3% in Their Profession
- Learned to Think Differently
- Understand Conceptual vs. Mechanical Challenges
- Study and Apply the Principles of Leadership



Leadership & Business Development

Being

Who We Are as an Individual

Knowing

What We Know and Can Apply

Doing

What We Are Capable of Doing



The 12 Competencies of Business Development

Be

Know

Do

Principles/Values

Technical

Goals

Mission

Plans

Business

Money

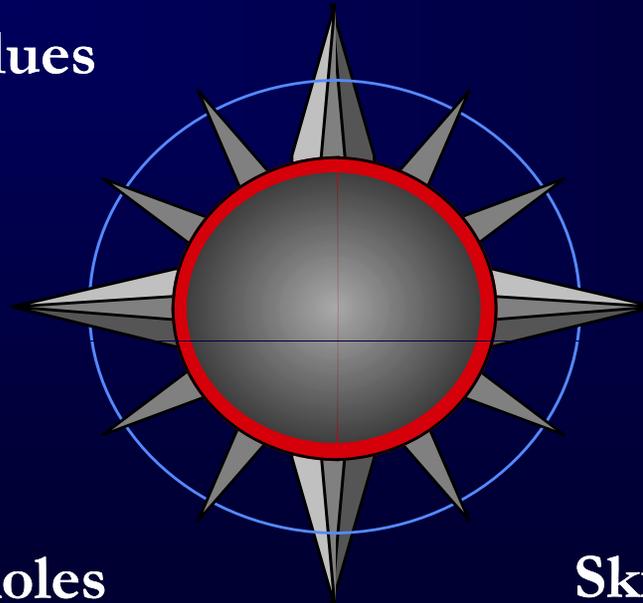
Purpose

Systems

Roles

Skills

People





Two Types of Revenue Generators

Strategic Growth

**Business
Development
“Hunter”**



Organic Growth

**Business
Development
“Farmer”**



The Process and Skill Side of BD

(OI&Q)^{HI}

- What is a Opportunity, Identification & Qualification process based on **Human Intel**
- Where and how does (OI&Q)^{HI} fit into your overall BD process?
- The Process, Skills, Thinking & Discipline of early (OI&Q)^{HI}



Thank You for the Opportunity
to Speak to you Today

We Look forward to seeing you at the next
Executive Training Workshop
August 4-5, 2009
Annapolis, MD



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