

2020 – the Strategic Proposals annual round-up

Well, what a strange year! Our annual December round-up comes, this time, at the end of a year that nobody will ever forget. It's been in turn surreal, traumatic, inspiring, angering and reflective.

As ever, though, we want to end the year reflecting on some of the output we've generated this year that you might find useful. So, here are a few highlights:



- 1 Primary research is key to our approach: we've carried out four online research projects this year, including two looking at the impact of the Coronavirus crisis on our profession, **one** at the start of lockdown and **the other** three months in.

- 2 We've published various major white papers sharing our thought leadership, including:



"Think like a designer and improve your proposals" by Rachel Fisher



"Capture planning – gaining an advantage" by Graham Ablett



"Mental health and well-being in the bid & proposal profession" – such an important report, by Mairi Morrison

- 3 We've delivered nine webinars during the year. A few highlights:



Susan Hanning's **"The art and science of presenting online"**



Lorraine Baird's **"Planning to win – tips for success"**



Graham's **"The secrets of bid avoidance – 10 retention tactics that work"**

You can find all of these publications free in our [Resource Centre](#)

We've continued to grow our **SP Alumni** community, now nearly 300 strong. Anyone who's attended a course run by our UK team can sign up to receive insights and research. And we've given away thousands of pounds of prizes, including conference tickets, books and – in our end of year survey – a fantastic Fortnum & Mason hamper. Do [join!](#)

We've stayed active in our professional community, including articles in Bid Solutions' brilliant **BQ magazine**, presentations for BidEx (APMP's ANZ) and the APMP Keynote for the South African chapter. You can read transcripts of a few of Jon Williams's speeches online, including his **presentation** at our global award-winning "Proposals 2020" event, and his sessions at APMP's two major online conferences (**WBVE** and **BPC Global**).

We've continued to support the Bid & Proposal Co-ordinator Apprenticeship programme, with

one of our team appointed as End Point Assessor for the scheme. And we hope you've enjoyed social media fun with us through such silliness as #ProposalCats, #ProposalBumperStickers and Lockdown Bid Bingo!

And then there's been the day job:

We've helped clients to win over £700m of contracts.

We've run a variety of benchmarking and improvement projects to help clients to sharpen their approach to proposals and hence to win more, with some spectacular successes.

We've "pivoted" our training offerings – previously a blend of classroom and online, but for now exclusively online: we've helped over 130 to prepare for their APMP Foundation qualifications, with a 100% pass rate. We've published a free webinar to help candidates to study for APMP Practitioner, and seen nearly 100



people download our **Proposal Essentials video training** package. Our innovative new (free) online training needs analysis tool, **My Proposal Coach™**, has entered in the final stages of pilot testing – ready to roll out at the start of 2021.

And we've done all this whilst helping to support each other as a team through troubled times. Never have we been more proud to be part of the "SP family", or more grateful to our many friends in the profession for their engagement and support. We've been inspired and touched by the humility and kindness we have seen. Thank you, one and all.

Enjoy the festive season. And stay safe.