

Top 10 Pipeline Resolutions for FY23

1. **Ruthlessly clean out the deadwood and formally update opportunities monthly**
2. **Lock in TCV win goals predicated on realistic timing of awards**
3. **Build a larger 36-month pipeline and TCV submit goal than normal to account for rightward drift and protest delays**
4. **Open the aperture of opportunities to bid more TCV than before just to keep on track**
5. **Challenge and iterate p(win) estimates to make informed resource allocations**
6. **Actively work pipeline opportunities and staffing requirements simultaneously given tight labor market**
7. **Bring in outsourced help to meet pipeline goals – opportunity cost is more expensive**
8. **Train hard with consistent bi-weekly pipeline meetings to work qualification and capture/proposal improvements**
9. **Focus the team with a visual timeline graphic to plan for long-term opportunities, like key competitors and vehicles**
10. **Avoid the new year's resolutions' trap and maintain pipeline discipline all year long**

New Year's Resolution 2023: Get Your Pipeline in Shape!

- 🐾 Like fitness, pipeline optimization is an ongoing effort that requires consistent updates and evaluations to ensure TCV goals are met
- 🐾 Tracking your calories by meeting bi-weekly to evaluate opportunities provides discipline to a quality pipeline throughout the year
- 🐾 Rigorous qualification of leads is the pipeline equivalent of cardio – don't let opportunities rest long without being exercised
- 🐾 A 36-month pipeline should be built with 100% of the qualified pipeline necessary to hit 2023 TCV sales goals by December 31, 2022
- 🐾 Build muscle mass by ensuring that resources are actually prosecuting the pipeline and outsource for surge support when needed
- 🐾 Visual timelines, like fitness apps, are reminders that display current and long-term opportunities and keep the organization on pace to meet goals

New Year's Day 2023

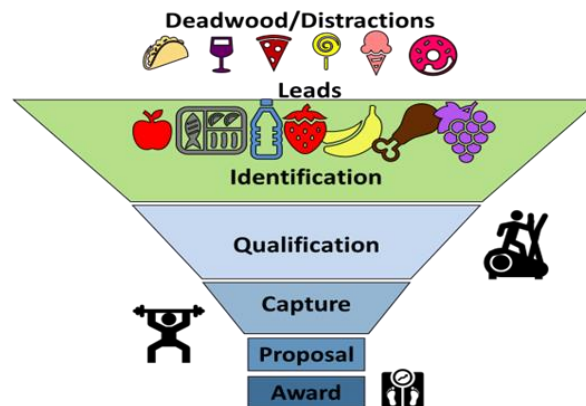
It's time to take on your 2023 new year's health resolutions. In BD, the top resolution should be building a healthy pipeline sufficient to meet 2023's sales goals (TCV), which translates into 2024's revenue. The overall health of an individual or pipeline requires a strong core. In BD, that involves having the infrastructure, processes, and talent in place to execute the pipeline. A fitness plan combining a winning solution, strong qualification, capture and proposal work, and a focused dedication to the plan is required to achieve organic growth. All elements are required for success, just as dieting while neglecting exercise, or identifying too many opportunities and never getting them to capture, will lead to disappointing results. As you step on the scale, there is no hiding last year's performance. Excuses such as a lack of consistency, the pipeline not being appropriately filled, or awards slipping to the right and/or being delayed due to protests are unacceptable.

Fitness Plan 2023

Start the year fresh by removing all the junk food from the fridge and begin filling it with a mixture of nutritious opportunities. Follow this with a fitness plan containing measurable goals to keep you accountable throughout the year. Meeting with a trainer bi-weekly to solution and assess progress against metrics such as organic growth, pipeline size, qualification, aging, actionability, resource allocation, and win rates is the only way to increase odds of meeting or exceeding goals. Supplement your training sessions with cardio to ensure there is vigorous opportunity qualification to keep your heart (revenue) healthy and note that achieving 2024 TCV goals will be determined by whether the pipeline has been filled and worked in 2023. This means 100% of the qualified pipeline should be filled by December 31 of the current year to be on target for the upcoming year and to reach next year's goals. Remember that identification diet and qualification cardio alone will not achieve your goals. It is equally important to hit the weights to build muscle mass in capture and proposal or you will just be hungry and exhausted with no TCV gains to show for your efforts.

Gym Time

Remember long-term consistency in the gym is better than intensity in the short-term. One cannot work out extremely hard in January and expect it to make up for the prior 11 months. Build out your pipeline's fitness plan for 36 months and make sure it is sufficient to hit desired goals and match current resources, otherwise you are wasting your time and hampering results. Warm up your organization and start building a BD exercise routine that incrementally lets you take more risks with a high probability of scoring. Avoid "Process Junkies" or "Weekend Warriors," as they result in pulled muscles and inactivity which will fall short of goals. Just as you must commit to diet and exercise for months before you see real benefits, you must train your corporate nervous system and commit to following through for many quarters to see results. Keep in mind that you will only win about 10-20% of new business opportunities, so don't get discouraged and throw in the towel.



Careful identification, rigorous qualification, and intense capture and proposal reps are just as important to pipeline goals as diet, cardio, and weightlifting are to fitness goals.

New Year's Eve 2023

It's time to get honest once again and step back on the scale. If you did not achieve your goal, be honest about why you fell short. Did you fill the pipeline with empty calories that inflated numbers for appearances, but were never submitted? Was there a bout of cheat days – spending time on frivolous empty-calorie pursuits at the expense of more sustaining high protein alternatives? Did you take a few months off, instead of dedicating consistent effort to the pipeline? Was your goal based off fad diets or lagging indicators, such as dollar weighted win? Did you skip leg day and the hard work of substantive capture and proposal writing? Did you chase an exercise craze for a week or two that caused you to take your eye off longer-term efforts to build fitness? Were your goals realistic in the first place? If you lacked sufficient expertise, did you bring in outside experts or just try to gut it out on your own guessing at the best routine? Did you go out too hard and get injured, leaving you no way to meet your goals? Set realistic goals, balance the approach, bring in all the required resources, and stick to your new year's resolution of optimizing pipeline health!