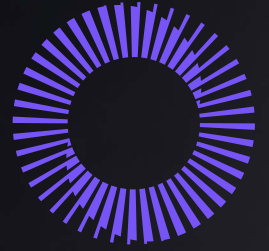


Checklist



The AI Skeptic's Checklist for Quality Control

The checklist you need to validate AI outputs for proposals



AI has burst into the world of bids and proposals with promises of speed, automation, and effortless winning. But, without the right habits, AI just helps us do the wrong things faster.

Our recent webinar explored The 7 Habits of Highly Effective AI in Proposals. This people-first framework helps teams use AI wisely, creatively, and responsibly.

- 1. Be Proactive with Purpose** - the habit of problem solving
- 2. Begin with the Win in Mind** - the habit of human creativity
- 3. Put People First** - the habit of amazing people
- 4. Think Win-Win with Human and AI** - the habit of augmentation
- 5. Seek First to Understand, then Generate** - the habit of curiosity

Use this one-page checklist to validate AI habits before adding output to your proposal drafts.



Hosted by
Darrell Woodward

An independent consultant specializing in RFP software. He shared 7 fundamental guiding principles for thinking differently, thinking bigger, and thinking better about AI in proposals. These habits remind us to understand the problem we're trying to solve, put people first, build human-AI partnerships, be skeptically curious, and consider the whole process.

[Watch the full webinar here](#)

Critical Checkpoint Questions

Be Proactive with Purpose

Purpose & boundaries.

Does this content clearly serve our bid purpose (win themes, evaluator needs, compliance) instead of just "filling space"?

Begin with the Win in Mind

Win alignment.

Does it reinforce our strategic story (why us, why now, why this approach) and avoid generic fluff?

Put People First

Human value and intuition.

Have we included human insights on strategy, persuasion, and differentiation, rather than letting AI steer the thinking?

Think Win-Win with Human and AI

Human+AI partnership.

Did humans actively shape this with direction, creativity, and judgement, or did we accept the first output and call it "done"?

Seek First to Understand, Then to Generate

Strong inputs, sources and verification.

Were the inputs (client context, solution detail, evaluation criteria, tone, constraints) specific enough to justify the output? Are all technical claims, metrics, and proof points traceable to approved sources?

Synergise Across Teams

Collaboration.

Have all SMEs/reviewers contributed where needed and did we complete all steps of the process? Did we create bottlenecks, rework or delays?

Sharpen the Tool and the Team

Proposal quality metrics.

Does it score well against proposal basics? Clear answer-first structure, benefits not features, evidence, compliance, readability, active voice, audience focus. Also, ask have we captured learnings (what worked, what didn't, what to reuse/improve next time) for AI instructions and the team?

Bonus Tips



Human voice.

Does it sound human with our brand voice and the natural rhythm, variation, and language of human writing? Or is it robotic, bland, and obscured by corporate fog?



AI fingerprints.

Have we removed obvious AI “tells”? Overuse of em dashes, “In conclusion”, “Furthermore”, “delve”, “robust”, “seamless”, repetitive structures, vague superlatives.



Multiple options.

Have we asked AI for alternative versions, different angles, or another persona’s opinion? Have we built multiple AI options with human decision making into our process?