

A Tragic Event and Training Small Businesses

Don Taylor

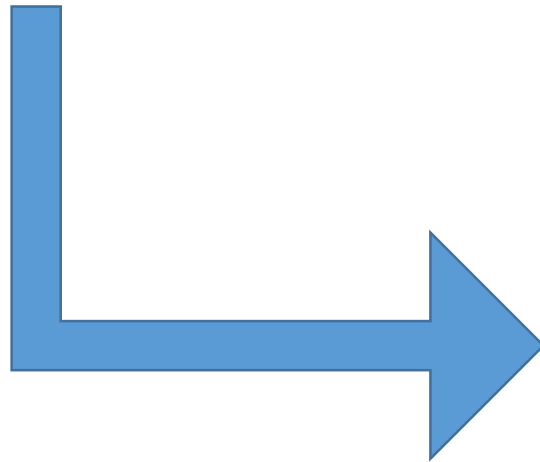
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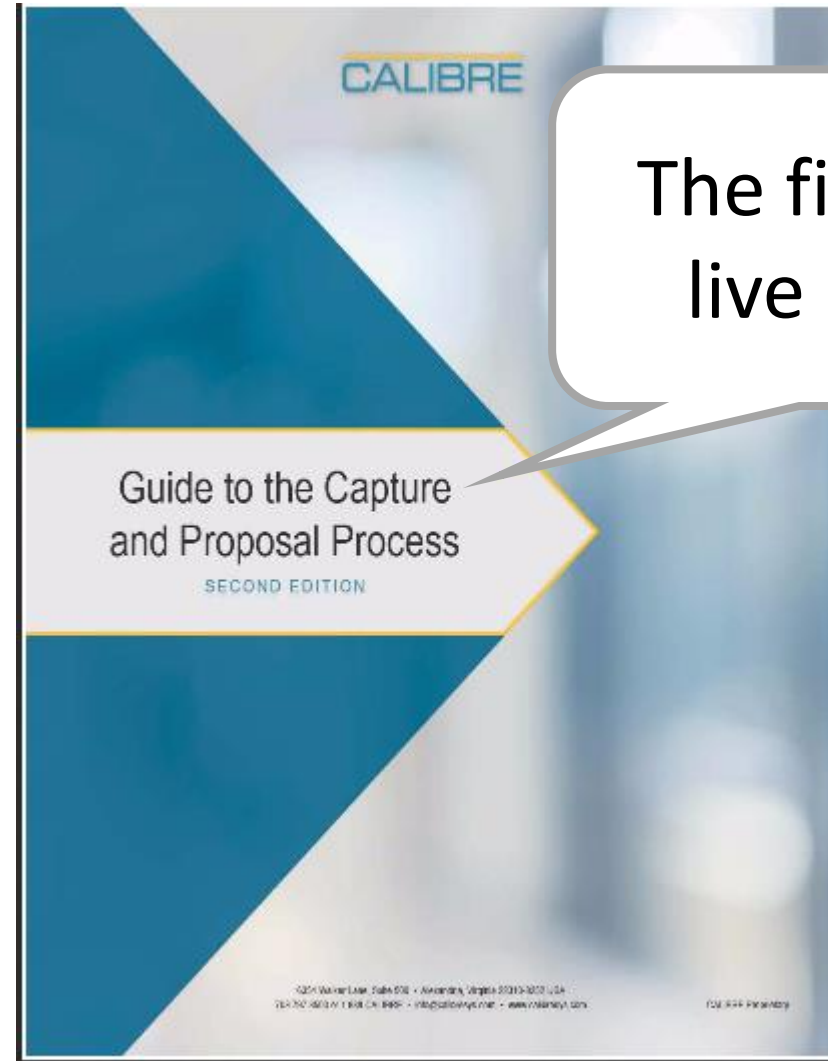
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A government official calls a contractor suggesting they keep an eye out for a bid request...

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The fix must live here!

VisibleThread Into the process...

BINGO!

- **Proposal Coordinators use VisibleThread to make the proposal documents compliant, reduce risk and production costs while validating readability prior to Red Team and Gold Team Reviews.**
- The Proposal Manager runs VisibleThread performing quality checks on the document. VisibleThread checks the document for readability based on a number of factors including the length of sentences, use of passive voice, and hidden verbs, as well as for risky words, clichés, and credibility issues. VisibleThread also checks compliance against solicitation.
- After completing any edits, the Proposal Manager runs VisibleThread plain language report, showing the percentage of passive voice and long sentences in the proposal, along with an overall readability score. Include these reports with the Red Team Review package.
- These tools are in CALPortal. The VisibleThread User Guide is an excellent reference.
- The proposal team uses VisibleThread before Color Team Reviews to reduce the distractions caused by grammar and style issues. We want more insightful reviews of solutions, win strategy, compliance, and completeness. VisibleThread also generates a first cut compliance matrix and can help validate our proposal responsiveness with 'Win Theme' checks.

What about training for BD
and proposal folks?

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What is this?

Smart BD folks use VisibleThread speeding this process and making it more objective...



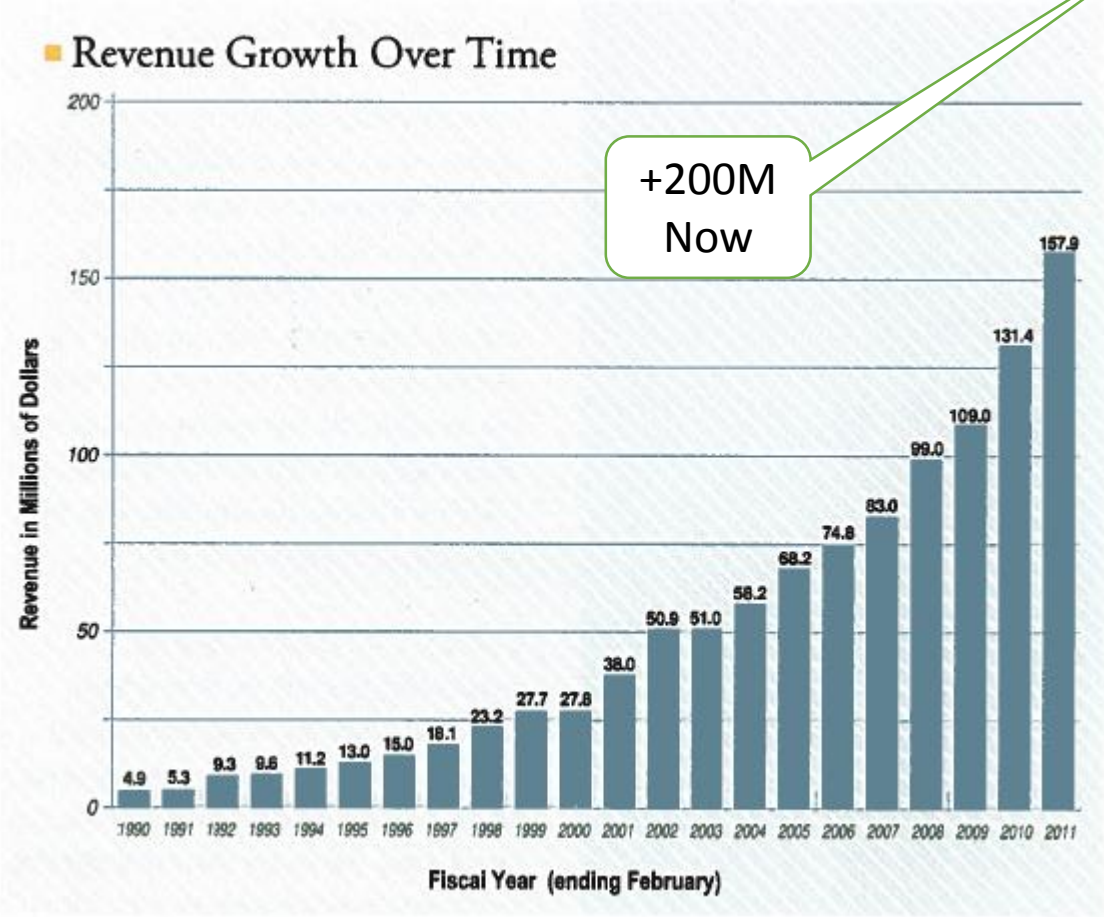
Figure 2. Bid Decision Tree. Decision trees add discipline to the decision process. Tailor the tree to your organization. Be careful that you do not devolve into adapting the facts to fit the decision you want.

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What happened to CALIBRE?

Then: <\$10/share
Now: > \$1,000/share

- Use VisibleThread to do more proposals with:
- Lower costs
 - Improved quality
 - Less headache
 - Improve team performance
 - Grow younger talent...give them a game controller equivalent



Small Businesses are getting trained in VisibleThread...



VIP GROW Upcoming Session
December 6-8, 2016

Arming Vets to Win!

VIP GROW is a 3-day, 27-hour comprehensive certification program for veteran businesses to increase their ability to win government contracts by establishing best business practices. An initiative of the Montgomery County Chamber Community Foundation (MCCCF), VIP is offered at no cost to participants.

Eligibility - Applicant must be

- Be an owner, principal or C-level executive for a Veteran-owned business;
- Have been in business for at least 2 years, with a minimum of (3) three full time employees;
- The company has experience working on Federal government contracts as a prime and/or sub-contractor to a prime; and
- Be a small business.



Curriculum

- ⇒ Focus is on reducing risk to veteran owned company, their customers and teaming partners.
- ⇒ Accounting / Budgets / Developing Rates
- ⇒ Compliance
- ⇒ Contracting – Teaming, Joint Ventures, RFI
- ⇒ Financing / Capital Management
- ⇒ Human Resources
- ⇒ Insurance
- ⇒ Marketing – Proposals & Capture Management
- ⇒ Program Management / Internal Controls

VIP GOVERNMENT PARTNERS

- NATIONAL CENTER for VIP
- SBA U.S. Small Business Administration Office of Veterans Business Development Funded in part through a Cooperative Agreement
- MARYLAND OF OPPORTUNITY Department of Business & Economic Development
- MONTGOMERY ECONOMIC DEVELOPMENT

VIP CORPORATE SPONSORS

- LOCKHEED MARTIN
- Unanet
- COHN REZNICK
- ACG
- HUGHES
- Marriott
- LongView
- VALOROUS

They will be your:

- Primes
- Subs
- Partners

They want to:

- Lower costs
- Improve quality
- Reduce integration pain
- Improve team performance
- Grow younger talent and give them a game controller
- Do better web sites...

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Proposals and Websites...

Small Business
Web Sites
>40 companies



Rankings...and improvements!

Measure Website Clarity

Clarity Grader analyzes websites for clarity and consistency. We provide detailed reports highlighting wordy, complex and risky language, eliminating hours of manual effort.

Transparency metrics include; readability, passive language density and long sentence density. These are some of the critical measures satisfying clear writing mandates.

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And the envelope please...

Url	Readability
http://www.kaydevtech.com/	8
http://shieldanalysis.com/	9
http://www.caseexperts.com/	12
http://www.turnaroundfactor.com/	14
http://dynamgt.com/home.html	18

Url	Passive Language
http://linchpinsolutionsllc.com/	12.64%
http://sbrooks.com/	12.50%
http://redconsolutionsgroup.com/	10.71%
http://www.jma-solutions.com/	10.67%
http://succeedtolead.com/	9.41%

Url	Passive Language	Average Sentence Length	Long Sentences	Bad Language
http://www.redconsolutionsgroup.com	8.88%	17	36.69%	1
http://linchpinsolutionsllc.com/	12.64%	15	29.89%	0
http://redconsolutionsgroup.com/	10.71%	15	37.86%	1
http://www.ww-cts.com/en/	8.15%	14	29.78%	0
http://shieldanalysis.com/	1.33%	14	32.00%	0

What did they get?

REDCONSOLUTIONSGROUP.COM Clarity Grader Report

Url Scanned: www.redconsolutionsgroup.com

The Clarity Grader report analyzes this site for clear, transparent language. We also check for consistent language using customizable bad and good language dictionaries.

10 PAGES SCANNED ON 22 JUNE 2016

[Tweet Report](#) [Email Report](#) [PDF this Report](#)

Clear Language

Long Sentences
62 Sentences

36.69%

Aim for 5% or lower

Long sentences exceed 20 words. At 36.69% your content is 7.3 times the recommended level of 5%. The message is likely buried in complex statements and run on sentences. Split the long sentences or use lists.

Average Sentence Length

17

Aim for 10 or lower

The average sentence length is not good at 17. For web copy you should aim for 10 or less. The content is 1.7 times the recommended figure. Your message is likely buried.

Passive Language
15 Sentences

8.88%

Aim for 4% or lower

The passive voice % is fair at 8.88%. It could be better. The content should be as close to 4% passive as possible. Readers may have difficulty following instructional text.

Readability

28

Aim for at least 60

Your reader will likely have difficulty in understanding the content. Aim for 60 or above on the [Flesch readability scale](#). Simplify by using simpler words / phrases and shorter sentences.

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What to do first?

Which pages have the most difficult content ?

We analyzed each page for long sentences, average sentence length, passive language and readability

Difficult Pages (most difficult listed first)	Number of Words	Long Sentences	Average Sentence Length	Passive Language	Readability	Reading Level (US)
1. CHARITABLE SUPPORT - Redcon Solutions Group http://redconsolutionsgroup.com/company/charitable-support/	224	42.86%	16	14.29%	19/100	Grade 14
2. ABOUT US - Redcon Solutions Group http://redconsolutionsgroup.com/company/	236	40.00%	15	20.00%	28/100	Grade 13
3. TEAMING - Redcon Solutions Group http://redconsolutionsgroup.com/teaming/	205	50.00%	17	16.67%	32/100	Grade 12

ABOUT US - Redcon Solutions Group

<http://redconsolutionsgroup.com/company/>

REDCON Solutions Group LLC. (REDCON) of Orlando Florida, Is a VA-Certified, Service-Disabled Veteran-Owned Small Business. REDCON Solutions Group **was founded** by U.S. Army Staff Sergeant retired Kyle Evans, a combat wounded veteran of Operation Iraqi Freedom who leverages more than 12 years of industry experience. Our primary leadership team includes security cleared professionals, who combined have more than 20 years of government, military, corporate and non-profit sector experience. ¶ Our team **is also trained** or certified in a broad range of specialized and technical areas supporting our federal and commercial clients.

■ Long Sentence 17/100 Grade
■ Long Word
■ Passive

The term "REDCON" is short for Readiness Condition and **is used** to refer to a unit's readiness to respond. Here at REDCON we **are always prepared** to respond to the demands and needs of our customers. Our teams **are prepared** for deployment around the world at a moments notice.

■ Passive 61/100 Grade

Redcon Solutions Group (REDCON) headquartered in Orlando Florida, provides superior services to many US Government agencies in the areas of Security and Investigative Solutions, Facilities Operation and Maintenance and Professional Services.

■ Long Sentence 0/100 Grade
■ Long Word

Be the most responsive provider of solutions and services through a talented and innovative workforce that **is committed** to service excellence. ¶ Our promise to all our clients is to create innovative, achievable and flexible solutions and support that anticipate and adjust to our client's ever-changing needs

■ Long Sentence 23/100 Grade
■ Long Word
■ Passive

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