



Presents a Learning Seminar on...

Learn. Focus. Lead.

UNDERSTANDING DoD SOURCE SELECTION ~ Getting to BLUE! ~

Join us for a day designed to help you better understand how the Department of Defense (DoD) selects contract awardees. The landscape for DoD contracts is becoming more competitive every day due to increasing pressure on the DoD budget, delays in the contracting processes, and changes in contracting laws. To succeed in this environment companies must execute capture and proposal efforts with maximized efficiency, focus, and effectiveness.

Agility Development Group and **Hogan Government Solutions** have teamed and created a one-day seminar to give attendees a 'peek behind the curtain' of the mechanics of Source Selection and how award decisions are made. There are unique nuances to this process directly impacting how you should structure and develop your proposals. In addition, attendees will participate in an extensive Q&A session, network with potential teaming partners, and meet three experienced personnel on DoD contracts.

2 Dates & 2 Locations to Choose From:

April 28, 2015
Aberdeen, MD

May 19, 2015
Tyson's Corner, VA

Cost: \$975 / person
Time: 9:00AM—3:00PM
Breakfast & Lunch Included

BETTER UNDERSTAND...

- The DoD Source Selection process
- How evaluators conduct & document evaluations
- Critical proposal development Do's & Don'ts
- How to structure & write narratives optimized for the DoD
- How the process affects development of your proposal
- Common myths that result in poorly evaluated proposals
- How to focus reviewers on providing value-added critiques
- 'The Value of Blue' in price trade off decisions
- Industry capture & proposal process relationship to Government procurement processes

**Limited
Seats!**

REGISTER NOW: WWW.AGILITY-GRP.COM/TRAINING

ABOUT THE SEMINAR LEADERS



Michael J. Devine III
Lieutenant Colonel (Ret)
President & CEO,
Agility Development Group

Michael is a retired Defense IT Program Manager whose education and training includes a Masters Degree in Defense Acquisition Management and DoD certifications in Program Management, Contracting, Information Technology and Logistics. Michael's specific areas of expertise and experience includes applying this knowledge to help customers succeed in DoD specific business development; capture planning and execution; and proposal management and development work.

Additional areas of experience include requirements; Defense fiscal planning, programming, budgeting and execution; Defense information technology services and infrastructure; and Defense logistics. During his career Michael participated in the development and evaluation of 100+ solicitations. Michael and his family live in Pinehurst, NC and enjoy spending their free time hiking in the Appalachian Mountains of NC.



Tom Hogan
Colonel (Ret)
President & CEO,
Hogan Government Solutions

Tom works as an independent consultant assisting industry with business development, business intelligence, capture of Government IT products & services procurements (primarily DoD). He is a retired Acquisition Officer whose roles included Deputy Project Manager, Product Manager, Project Manager and Military Deputy PEO for PEO Enterprise Information Systems (PEO EIS) with 1000+ subordinates, a \$2B+ budget and responsible for all

Army IT infrastructure, DoD Biometrics programs, all Army Enterprise Licensee Agreements and the five large (total ceiling of \$39B) Indefinite Delivery, Indefinite Quantity (IDIQ) contracts—ITES-2S, ITES-2, ADMC-2, WWSS and IMOD. As a consultant, he has had tremendous success helping his clients win IDIQs with a win rate well over 90%. Tom lives in Springfield, VA and is passionate about his work as a football coach for Thomas Edison High School in Alexandria, VA.



Dave Mock
Lieutenant Colonel (Ret)
CDO & Principal Consultant,
Agility Development Group

Dave retired from the Army in 1998 and then spent 15 years in Industry with a large integrator. He joined Agility in February 2013. Dave's areas of expertise include Capture Management and execution; Proposal Management and development work, Price to Win strategies; and managing large business portfolios with Profit and Loss (P&L) responsibilities. He has managed multiple business portfolios in excess of \$150M (annual) with

over 200 employees. Dave is a SME on PEO C3T, IEWS & SEC domains, and varied evaluation criteria in today's market and corporate pursuit strategies. Dave lives in the Aberdeen, Maryland area and has a passion for the Philadelphia Flyers and enjoys fishing in the Chesapeake Bay.

Additional Classes from AGILITY DEVELOPMENT GROUP

- **Qualifying Opportunities:** *How to find the right contract for you.*
- **Pipeline Management:** *How to identify and track future contracts for you.*
- **Capture:** *How to prepare successfully for a winning proposal effort.*
- **Teaming Strategy:** *How to partner with other companies to win.*
- **Proposal Development:** *How to write a winning proposal – It's a process not an event.*
- **Leading a Proposal Development Team:** *How to bring together the team in order to win.*
- **Section L & M:** *How to interpret the Government's instructions so you can win.*
- **Writing Past Performance:** *How to tell your company's story in order to win.*

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& Learn
More!

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