



***WRITING COMPETITIVE
GRANTS: SUCCESS WHEN
THERE ARE NO GUARANTEES***

Dr. Tim Nolan, Yolanda Winfrey CAPSW

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WRITING COMPETITIVE PROPOSALS

Desired Outcomes...

- Understand How Competitive Proposals Are Different***
- Embrace the Need To Create a Passionate Vision of Your Future***
- Learn About **The Four Foundations for a Competitive Proposal*****
- Examine Ways to Block Your Success***
- Explore What It Takes to Develop a Competitive Culture in Your Organization***



WRITING COMPETITIVE PROPOSALS

- ***Competition vs. Collaboration***

- ***Competition vs. Continuation***



***WRITING COMPETITIVE
PROPOSALS***

***You Do **NOT** Start With
Drafting a Proposal or
Hiring a Consultant!***

WRITING COMPETITIVE PROPOSALS

The Four Foundations of a Competitive Proposal...

- 1. Start With Yourself and Your Organization...Deepen Competitiveness***
- 2. Focus Upon Funder Expectations***
- 3. Perform a Competitive Analysis***
- 4. Create a Competitive Proposal***

1. START WITH YOURSELF AND YOUR ORGANIZATION

Yourself...

- Internalized Locus of Control***
- Commit to Excellence Through Innovation***
- Develop A High Degree of Creativity***
- Commit to Vision Accomplishment***
- Become An Impactful Innovator***

1. START WITH YOURSELF AND YOUR ORGANIZATION

***Your Organization...The desirability of a
Culture of Excellence Through Innovation***

- ***Excellence...by seeking to be the best in
the business, you help guarantee your
future business!***
- ***Innovation...to enable constant creation
of useful right answers to challenges and
threats***

1. START WITH YOURSELF AND YOUR ORGANIZATION

5 Key Dimensions of Excellence...

- 1. Overall Excellence***
- 2. Leadership Excellence***
- 3. Organizational Excellence***
- 4. Product and Service Excellence***
- 5. Human Resource Excellence***

1. START WITH YOURSELF AND YOUR ORGANIZATION

Culture of Excellence Through Innovation...

- ***High Degree of Creativity Allowed to Flourish***
- ***Ability to Innovate...to apply creative ideas***
- ***Scanning capability to read the environment***
- ***Flexibility***
- ***Nimble nature...rapid change capability***
- ***Top quality communication internally & externally***
- ***Comfortable with calculated risk***

1. START WITH YOURSELF AND YOUR ORGANIZATION

Culture of Excellence Through Innovation...

- ***Closely aligned with current and potential customers***
- ***Constant adjustment/creation of services to meet changing customer needs***
- ***Staff committed to constant change to stay vital***
- ***Top-down decisions possible***
- ***Flexibility in organizational structure***
- ***Reward “thoughtful failure”***
- ***Belief that we can shape our future***

1. START WITH YOURSELF AND YOUR ORGANIZATION

A Culture of Excellence Through Innovation...

- Excellence should be introduced into every conversation internally and externally...what will move us closer to excellence?***
- There should be a constant scanning for opportunities to provide services...with a mindset of “Opportunity Thinking”***

1. START WITH YOURSELF AND YOUR ORGANIZATION

***Create and Constantly Enhance Your
Competitive Capability***

- Learn and Model Strategic Thinking***
- Learn and Apply Design Thinking***
- Develop an Ongoing File “Competing
for Our Future”***

2. FOCUS UPON FUNDER EXPECTATIONS

Categorize the Funders That You Are Currently or Prospectively Working With...Each is Different

- Government***
- Foundations***
- Corporations***
- Other Givers...Private Contributors, Angel Investors, etc.***
- Kickstarter or Other Crowd-Funding Sites...Google a list of the Current Best Resources***
- Self-Funding***



2. FOCUS UPON FUNDER EXPECTATIONS

***Steps in the Competitive Writing
Process...***

See this Handout...

2. FOCUS UPON FUNDER EXPECTATIONS

Government Funding Opportunities

- Current Grant Continuation***
- New Grant Funding/Current Funders***
- New Grant Funding/New Funder to You***

3. COMPETITIVE ANALYSIS

Defining The Competitive Challenges...

A. How is competition a factor?

****Others or Yourself?***

****Vision-driven Continuous Improvement***

B. Competitor identification...Analyze the Forces...How Might They Compete With Us?

C. Trends/signals and Other Indicators of Competition

D. Prepare Strategies to Exceed the Competitor's Offerings

3. COMPETITIVE ANALYSIS

A. How Is Competition a Factor?

□ With Others?

□ With Yourself...Continuous Quality Improvement

3. COMPETITIVE ANALYSIS

B. Competitor identification...Analyze the Forces

- Current Competitors***
- Potential Competitors***
- Understanding What They Bring***



3. COMPETITIVE ANALYSIS

C. Trends/signals and other indicators of competition

3. COMPETITIVE ANALYSIS

D. Prepare strategies to exceed the competitor's offerings

4. PROPOSAL CREATION

Ground Rules for Competitive Proposal Writing...

- Confidentiality/Limited Access*
- Inventing Your Ideal Future*
- Commitment to Achieving Your Vision Through This Competition*

4. PROPOSAL CREATION

Who to Involve...And Who NOT to Involve

- ☐ Internally***
- ☐ Externally***
- ☐ Organizing the people***

4. PROPOSAL CREATION

Clarifying Funder Expectations...

Thoroughly READ FOA or RFP Where Available. Identify Challenges and Opportunities Presented There...

4. PROPOSAL CREATION

Define What We Bring to This Proposal

- Our Distinctive Competence*
- Fit With Our Vision*
- Our Strategic Advantages*
 - *Current*
 - *Create to Compete Most Effectively*

4. PROPOSAL CREATION

Organizing...

- Roles/Assignments*
- Timelines Created With Carefully Managed Adjustments*
- By Types of People... Detail/Project/Big Picture*
- Approvals Required/Timing/ Sensitivity*

4. PROPOSAL CREATION

Writing...

- Writing Duties Assigned for First Drafts*
- Attention to Detail...Delivering Exactly What the Funder Requires*
- Multiple Drafts With Multiple “Sets of Eyes”*

4. PROPOSAL CREATION

Budgeting...

- Assign to Someone Comfortable With Numbers as Well as Program Knowledgeable...or Create a Team Here***
- Be Clarify How You Will Expend the Funder's Dollars***
- Model Being A Careful Stewart of the Funder's Dollars***
- Demonstrate Absolute Accuracy With The Numbers***
- Justify "WHY" You are Spending As You Propose***

4. PROPOSAL CREATION

Competitive Proposals Gain in Fundability When...

- ☐ You Build Upon Your Strengths...Foundation 1***
- ☐ You Understand Your Potential Funder's Wants and Needs... Foundation 2***
- ☐ You Propose Strategies That Position You Favorably With Regard to Competitors... Foundation 3***
- ☐ You Propose Unique, Captivating Possibilities***

4. PROPOSAL CREATION

Be ALERT and Available to Repair, Negotiate and Explain Your Proposal

□The Time Between Submitting Your Proposal and Clarity As To Your Success Can be Quiet With Bursts of Activity.

4. PROPOSAL CREATION

The Creation Of Competitive Proposals That Lead You Closer To Your Vision Depends Upon Foundations...

- ❑ A Foundation of Excellence and Innovation Organizationally and Personally***
- ❑ An Understanding and Respect For The Potential Funder***
- ❑ Understanding and Creating Strategies to Surpass Competitors***
- ❑ The Creation of a Proposal Which Showcases Why YOU Should Be Selected***



THANKS!!

Dr. Tim Nolan

TimFuture@aol.com

414-699-8153

Yolanda Winfrey, CAPSW

YolandaW@ExcellenceCenters.com

262-548-8080