

The RFP Process – Ready for a New Experience?

MULTI-CHANNEL MINI-CON

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News

NAMES
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Current Landscape

- ▶ Proliferation of RFP's post Pandemic
 - ▶ Staff movement within all communities
 - ▶ More pressure to move the needle because of cost & declining performance
 - ▶ Less loyalty, more stress and need for change

Common issues for all players

- ▶ Cumbersome process distracts from mission/business/clients
- ▶ Profit margins are tighter, staff is harder to recruit and maintain, fewer work hours
- ▶ Less able to pull resources from core work
- ▶ Participants have less ability to tolerate the expense for “stretch” RFPs
- ▶ More pressure to make change, less tolerance for flagging returns
- ▶ What’s marketed isn’t always delivered

Common issues for all players

- ▶ Process highlights ideas, but not work styles, problem solving, or reliability
- ▶ Zoom has made the process less personal/ interactive
- ▶ Process encourages assumptions that may not be relevant
- ▶ Expense/reward, opportunity, bias
- ▶ Out of the box ideas are attractive but aren't necessarily actionable

A new way of thinking....



A New Way of Thinking....

- ▶ Focus on evaluating potential Partnership
 - ▶ RFP = Request for **Partnership**, not Request for Proposal
 - ▶ Less focus on participants ability to market themselves or to “sell”
 - ▶ More targeted approach
 - ▶ Respects the interplay necessary to problem solve & meet challenges

New Concept Values...

- ▶ Time/Energy/Cost for all participants
 - ▶ Limits participant companies to pre-vetted core
 - ▶ Intention is transparent to all
 - ▶ Process customized to answer a particular objective
- ▶ Collaborative teamwork, creative problem solving & growth mindset
 - ▶ All sides find value from experience

New Concept Values

- ▶ References, sector experience & experiential work is prioritized
- ▶ Partnership match is *mutually* evaluated
- ▶ Full transparency from organizations and participants
- ▶ Less corporate marketing/sales

Collaborative Model Concept

- ▶ **RFP is on the ground collaboration together**
 - ▶ Active, “working” session answering strategic question, rather than one sided presentation
 - ▶ Working session process creates basis for partnership assessment
- ▶ No free creative, deep analytics, annual budget
- ▶ Proposed working teams from both sides would participate
- ▶ General topic and discussion point could be set in advance

Collaborative Model Concept

- ▶ Fewer participants that are pre-vetted and under serious consideration
- ▶ Less written materials & upfront costs
- ▶ RFI does heavy lifting investigative work – client/vendor references, client list, cost comparison, corporate bio, team bio, work samples

Ideas and a New Approach

- ▶ If intent is to keep current partner, for a specific vendor, or procurement
 - ▶ Cull number of contestants to serious contenders rather than filling a quota
 - ▶ Limit questions to key deciding factors
 - ▶ Be transparent with comparison vendors
- ▶ Make the case for your preferred vendor to your higher ups
 - ▶ Riskier move, perhaps consider shorter contract to evaluate performance
 - ▶ Educate higher ups on why the traditional approach doesn't serve the organization or broader community

Some other standards

- ▶ Allow time for response, preferably 2 to 3 months and not during holidays/end of year busier timeframes.
- ▶ Circle back to contestants within 24 hours of award with candid feedback
- ▶ Consider allowing consultants to choose/manage sub-vendors
 - ▶ Consolidation of consultant work allows for efficiency
 - ▶ Or, keep current vendor for stability and as a control factor

Ideas and a New Approach

Question: What do you think of the Collaborative Model Concept?

Do you have other ideas about revolutionizing the RFP process?

Thank You

Thank you for attending the session. Please continue the dialog with other industry professionals and your teams.

For any other questions or comments, please contact me at Suzie@nincal.com