

Foundations of High-Performance Business Development

The Challenge

You have had some success winning new business. How confident are you that your company is deploying the best, most effective and efficient practices in business development?

The BD-CMM is designed to promote business development excellence. It provides a clear path to a high-performance business development enterprise that consistently and predictably delivers competitive value to both customers and shareholders.

Develop expertise with the Business Development Capability Maturity Model (BD-CMM) to lead your organization's implementation of the model as your framework, path, and guide to sustainable results in business development:

1. **Become competent with the model's structure, maturity levels, and specific practices.** BD-CMM provides best practices to build the maturity of your business development capability and institutionalize that capability to achieve both near- and long-term results.
2. **Interpret the model for your specific environment.** Within the BD-CMM framework, implementation strategies help you apply the model's practices to your organization and achieve specific benefits.
3. **Establish an improvement baseline and prepare your improvement plan.** Using the BD-CMM to establish an improvement baseline permits you to choose the best path to implementation and improvement. The model's defined growth paths simplify the process of planning and managing capability growth.

Workshop Description

This One-day workshop provides an in-depth introduction to BD-CMM practices and their application to your organization. Using small groups, brainstorming, and work sessions, the workshop allows participants to apply essential BD-CMM concepts and practices. Participants acquire:

- Detailed working knowledge of process areas (PAs), capability categories, maturity levels, specific practices, and maturity growth
- In-depth understanding of how to effectively interpret the model within an individual business-development environment
- Solid grounding in how to establish an improvement baseline, what to include in a BD-CMM implementation plan, and how to use relevant metrics to plan improvements and manage capability.

Who Should Attend

BD-CMM leaders, implementation managers, members of business development process groups, and others needing in-depth expertise in using the model

Workshop Length

One Day

Cost

4800 EUR for up to 10 participants or 480 EUR per pers.

Workshop Materials

Workshop Manual