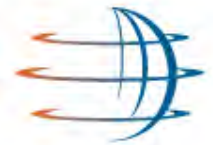


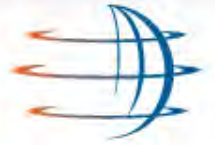


APMP Certification



Webinar presentation by:
Mark Wigginton
Regional Director, Shipleys Associates
September 11, 2013





Webinar Agenda

- Overview of APMP
- Certification Program
 - 3 Levels of certification
 - Qualifications and Requirements
 - Cost
- Benefits of Certification
- Maintaining Certification – Continuing Education

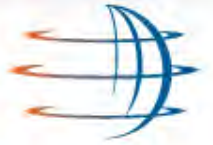


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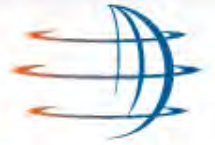




Association of Proposal Management Professionals (APMP)

- **History:** Created in 1989, APMP is the association of record for Bid, Proposal, Business Development, Capture, and Graphic and Proposal Writing professionals
- **Mission statement:** APMP promotes the professional growth of its members by advancing the arts, sciences, and technologies of **winning business**.
- **Vision statement:** APMP is the worldwide authority for professionals dedicated to the process of **winning business** through proposals, bids, tenders, and presentations.



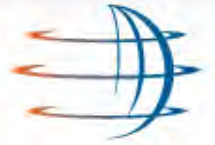


Association of Proposal Management Professionals (APMP): Facts

- **Membership:** Over 4,600 active members joining globally from industries and employers, including:
 - Aerospace/Defense/Federal Contractors
 - Business/Industry/Commercial
 - Academia
 - Government
 - Non-profit

- **Number of Chapters:** 22 chapters worldwide in 5 regions:
 - Northeast U.S. & Canada
 - Southeast U.S.
 - Central U.S.
 - Western U.S. and Pacific Rim
 - International

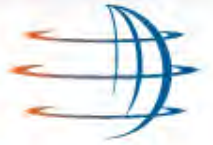




Corporate Sponsorship

- Companies worldwide partner with APMP to become corporate sponsors and support the mission.
- Corporate sponsorship has five levels:
 - Platinum
 - Diamond
 - Gold
 - Silver
 - Bronze
- As sponsors, companies enjoy access to the APMP Body of Knowledge and live networking with APMP members worldwide.
- Shipleys Associates, Lohfeld Consulting, and SM&A are Platinum sponsors.

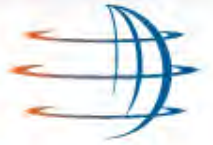




Overview of APMP Certification

- The global standard for developing/demonstrating proposal management competency:
 - Improves business development capabilities
 - Reinforces knowledge and understanding of best practices
- Three levels of certification:
 - Foundation Level
 - Practitioner Level
 - Professional Level

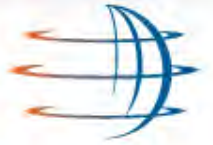




Your Certification Plan

If You Are A	You Should Have
Junior level proposal professional with 1-3 years' experience	 <p>Foundation Certification You have demonstrated an extensive knowledge and understanding of best practices.</p>

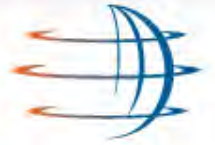




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Proposal professionals with 3 or more years' experience	 <p>Practitioner Certification You have demonstrated a mastery of how to apply best practices and lead others in their use.</p>

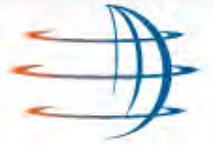




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Proposal professionals with 3 or more years' experience	 <p>Practitioner Certification You have demonstrated a mastery of how to apply best practices and lead others in their use.</p>
Proposal professionals with 7 or more years' experience	 <p>Professional Certification You have made a significant contribution to your organization and/or the profession. In addition you have proven leadership and communications skills.</p>

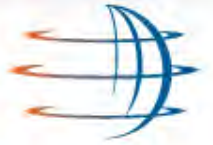




Foundation Level of Certification

- Entry level for the APMP Certification Program
- Benefits of *Foundation Level* of Certification:
 - Demonstrates your knowledge and understanding of best practices for bid and proposal management
 - Demonstrates your commitment to your own professional development in the industry
 - Prepares you for additional responsibility and more complex assignments

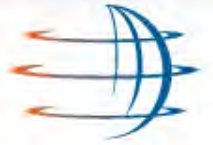




Requirements for Foundation Level of Certification

- 1-3 years experience in proposal development
- Pass a timed, one-hour exam
- Exam is “open book”; online or live
- Exam tests knowledge of key terms and best practices

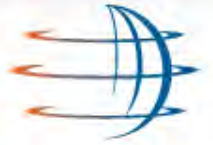




Practitioner Level of Certification

- Appropriate for experienced proposal professionals
- *Practitioner Level* of Certification demonstrates that you:
 - Are committed to improving your professional skills and experience against the global standard
 - Have a mastery of best practices that can effectively lead/coach proposal teams in their use
 - Can build and manage a cohesive proposal team that communicates a consistent WIN strategy
 - Can develop a consistent WIN strategy that positively affects the customer's buying decision
 - Are positioned to be among the top in your profession

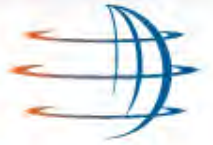




Requirements for *Practitioner* Level of Certification

- 3 or more years of experience in proposal development
- Assessment of experience based on essay questions
- 35 question Proposal Practitioner Assessment Questionnaire (PPAQ)
- Evaluation by approved APMP Assessor
- Candidate provides references as part of evaluation
- No time limit

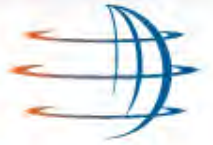




Professional Level of Certification

- Appropriate for senior bid and proposal managers and BD professionals
- *Professional Level* of Certification demonstrates that you:
 - Are recognized for making a significant contribution to your organization and/or the profession
 - Have achieved the **highest level** Certification in your profession
 - Are recognized for your ability to lead and direct others in achieving broad-reaching goals
 - Are recognized for thought leadership and "out of the box" thinking

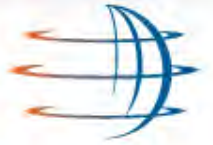




Requirements for *Professional Level of Certification*

- Demonstrate the **IMPACT** you provide to your organization or one of APMP's professional communities – quantify impact, when possible
- Provide a professional reference who will rate you against competency and leadership standards
- Prepare and present a Proposal Professional Impact Paper (PPIP) – maximum 11 slides
- Assessment will be done by an assessor panel



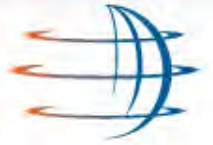


Benefits of Certification

Individual benefits

- Become more valuable to your employer; acquire a "mark of quality"
- Prove ability and impact as a Proposal Manager
- "Stand out from the crowd:" Differentiate yourself from other Proposal Managers and Specialists
- Have a current, proven, *tangible*, and independently assessed record of your proposal management skills and abilities
- Gain professional respect and credibility in your industry
- Stay current with best practices, available on Body of Knowledge site
- Acquire equal status with other professionals; your skills and credentials will be recognized by other companies and professionals



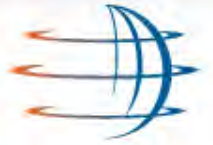


Benefits of Certification

Organizations can directly benefit from their employees being certified by APMP:

- Encourages retention of staff; individuals are given the opportunity to advance in an organization
- Assesses the tangible impact made by individual Proposal Managers and other business development professionals
- Supports competency-based recruitment and promotion of staff
- Supports organizational initiatives such as IIP (Investors in People) and Performance Management systems
- Identifies performers and improves performance
- Improves the ROI of new hires





APMP Foundation Certified Managers:

- ✓ Foundation confirms that your team has the basic knowledge and understanding of correct bid and proposal best practices
- ✓ Immediately puts your team on par with your competitors who have become certified
- ✓ Provides you with a hiring baseline because it is an independent validation of knowledge

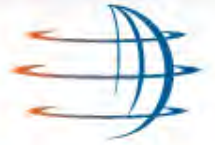
APMP Practitioner Certified Managers:

- ✓ Your APMP Practitioner Certified staff are experts and team leaders
- ✓ Your APMP Practitioner Certified team has immediate credibility with the development side of your business
- ✓ APMP Practitioner Certification can be a key factor in promotions to your senior proposal staff
- ✓ Your senior team will have more confidence with an APMP Practitioner Certified person leading the proposal team.

APMP Professional Certified Managers:

- ✓ Your APMP Professional Certified staff members are your coaches, educators, mentors and visionaries.
- ✓ Your APMP Professional Certified staff are agents for change and process improvement
- ✓ APMP Professional Certification gives your clients and partners instant confidence and credibility in our teams
- ✓ APMP Professional Certified staff demonstrates to clients your continual improvement to help them win business



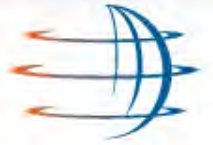


Summary of Levels and Cost

Level of APMP Certification	Type of Assessment	Cost*
Foundation	One hour, open book, multiple choice exam	\$400 USD*
Practitioner	Assessment of documented experience through essay questions. No time limit.	\$600 USD*
Professional	Assessment of impact presentation and communication and leadership skills in an interview setting	\$850 USD

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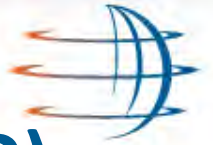




Maintaining Your Certification

- *Continuing Professional Development (CPD)* is a vital part of the APMP Certification Program
- What qualifies for CEUs:
 - Training courses and workshops
 - Webinar and event participation
 - Contributions to APMP through articles, briefings, white papers, etc.
- CEUs (Continuing Education Credits) are important because they:
 - Represent your commitment to your professional development
 - Track credits for educational opportunities you have taken
 - Are periodically audited by the APMP Chief



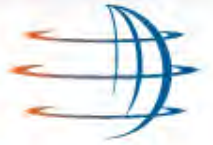


APMP Approved Training Organizations (ATO)

APMP has approved several organizations as Approved Training Organizations (ATO):

- ATOs can deliver training anywhere in the world to support the Foundation Level of the APMP Certification program
- ATOs offer Foundation training in three formats: online e-learning, a series of 4-5 weekly webinars, and face-to-face scheduled coaching/exam sessions
- ATO training programs count toward Certification CEUs
- ATOs: Shipley Associates, Lohfeld Consulting, Strategic Proposals, CSK Management, Bid to Win, Bid Management Services





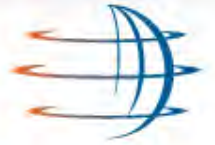
Questions or Discussion



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