



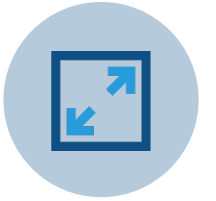
FEDERAL ACQUISITION SERVICE  
**INDUSTRY  
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**2023**

Growing a Diverse, Resilient Government Marketplace

# Session 2.2: Oral Presentations

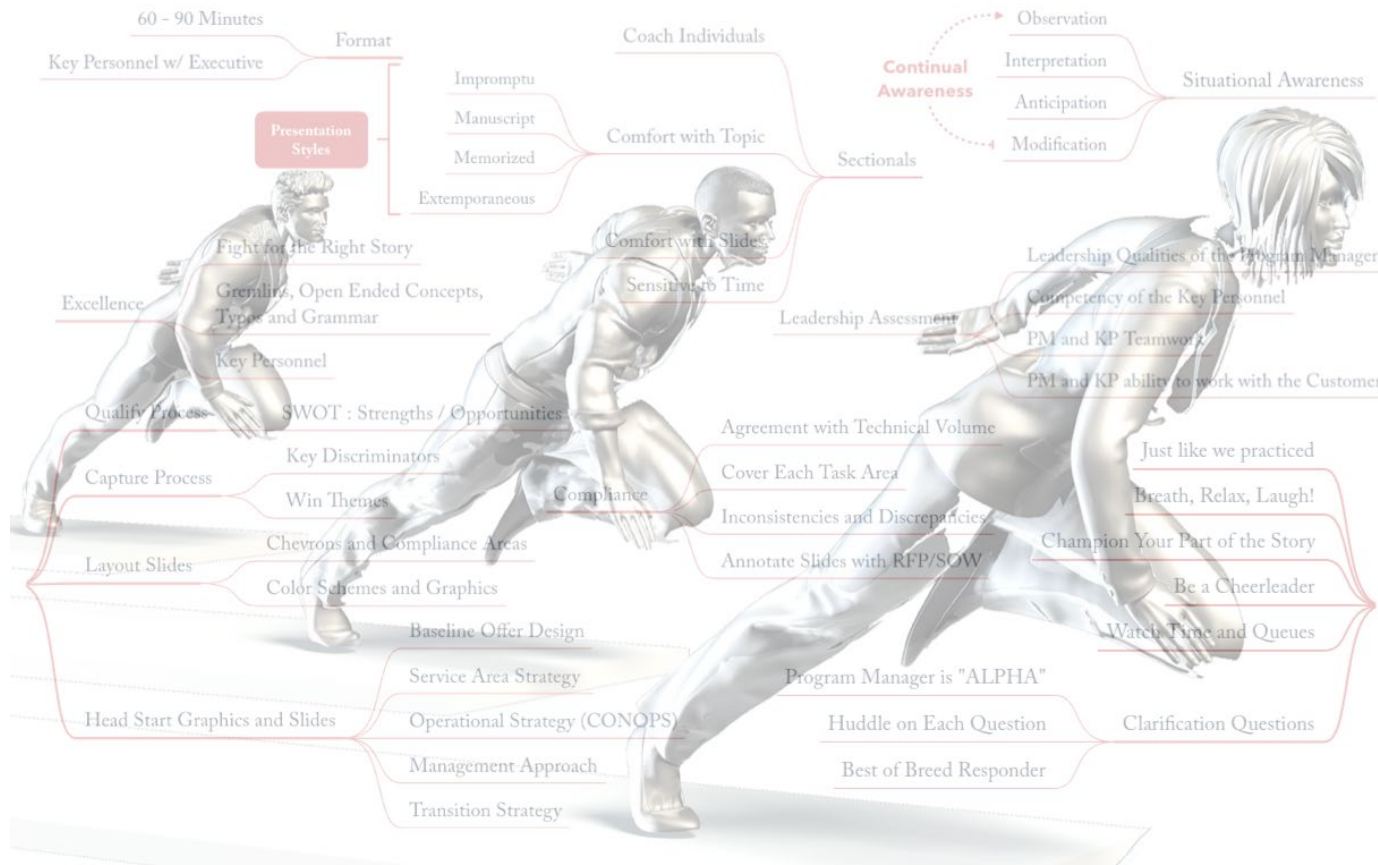


**Mike Rice**  
Founder & Oral Presentation Coach  
CornerStone Business Development, LLC

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New Contract Holders | Track 2

# Coaching Oral Presentations

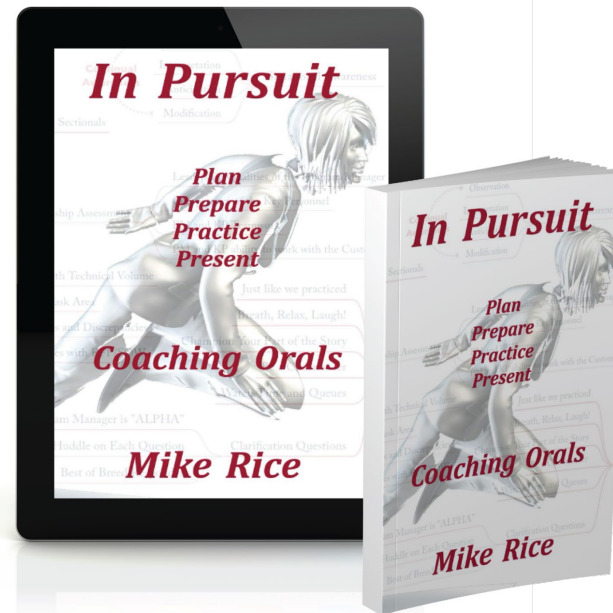


- Plan
- Prepare
- Practice
- Present

## The In Pursuit Method

# The In Pursuit Method

This coaching system is based on the processes, methods, and techniques as defined in “In Pursuit – A Business Development Life Cycle,” “The Billion Dollar Secret,” “In Pursuit – Coaching Orals,” and proprietary courseware provided to commercial customers and federal agencies.





# The FAR

**FAR 15.102** states, “(a) Oral presentations by offerors as requested by the Government **may substitute for, or augment, written information.** Use of oral presentations as a substitute for portions of a proposal can be effective in **streamlining the source selection process.**” **15.102 (a)** continues “Oral presentations provide an **opportunity for dialogue among the parties.** Pre-recorded videotaped presentations that lack real-time interactive dialogue are not considered oral presentations for the purposes of this section, although they may be included in offeror submissions, when appropriate.”

<https://www.acquisition.gov/content/15102-oral-presentations>



# Coach and Teaching



**You need both!!**

**PLAN**

**PREPARE**

**PRACTICE**

**PRESENT**

# The Rules of the Game

Source Selection cannot guarantee who prepared the written response. Oral Presentations give the TEB the ability to dialogue and assess the Program Management and Technical Leadership of the Offeror.

**Four** key attributes are assessed through an Oral Presentation:

- **Leadership Qualities** of the Program Manager
- **Competency** of Key Personnel
- How well does the Key Leadership Team **work together**
- Will the Contractor's Key Personnel **mix well** with the Customer's Program Management Team

Remember, the customer has already seen your **Technical Volume**.

Orals establish the **client's confidence** and **comfort** in your **leadership team** and **expertise**.

**You can Win or Lose in Orals!**

**PLAN**

**PREPARE**

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**PRESENT**

**TEACHING  
RULES OF THE GAME**



# Orals Planning



- Qualify Process
  - **SWOT** : Strengths / Opportunities
- Capture Process
  - **Evaluate** the Solicitation
    - Section L (Compliance)
    - Section M (Evaluation Criteria)
  - Key **Discriminators**
  - Win **Themes**
- Layout Slide Templates
  - **Chevrons** and **Compliance** Areas
  - Color Schemes and Graphics
  - **2x3 Capture the Mind**
  - **Proof Points** (Past Experience)
  - **Takeaways** (Benefits to the Customer)
- **Head Start** Graphics and Slides
  - Baseline Offer Design
  - Service Area Strategy (Technical Approach)
  - Operational Strategy (Management Approach)
  - Transition Strategy

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RULES OF THE GAME

# Requirements Documents

MOST  
RESTRICTIVE

LEAST  
RESTRICTIVE

SOW

RFQ

PWS

RFP

SOO

*Paint this tree*

*Paint a Green tree*

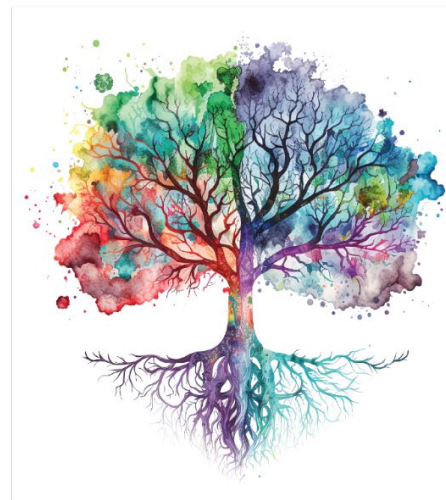
*Paint any tree*



PAINT BY NUMBERS



PAINT AN OBJECT



ABSTRACT ART

TACTICAL

STRATEGIC

- **Statement of Work (SOW)**

- Very restrictive requirements
- Customer Knows exactly what they want

- **Performance Work Statement (PWS)**

- Latitude in creativity when responding to requirements
- Customer knows what they want but may be looking for creativity in approach and efficiency gains.

- **Statement of Objectives (SOO)**

- The RFP's Wild Wild West!!
- Customer not sure of a solution to meet the mission.
- Looking for creative strategies.
- Usually, subjective and leverages confidence ratings.

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RULES OF THE GAME

# Uniform Contract Format FAR 15.204

Section	Title
<b>Part I-The Schedule</b>	
<b>A</b>	Solicitation/contract form
<b>B</b>	Supplies or services and prices/costs
<b>C</b>	Description/specifications/statement of work
<b>D</b>	Packaging and marking
<b>E</b>	Inspection and acceptance
<b>F</b>	Deliveries or performance
<b>G</b>	Contract administration data
<b>H</b>	Special contract requirements
<b>Part II-Contract Clauses</b>	
<b>I</b>	Contract clauses
<b>Part III-List of Documents, Exhibits, and Other Attachments</b>	
<b>J</b>	List of attachments
<b>Part IV-Representations and Instructions</b>	
<b>K</b>	Representations, certifications, and other statements of offerors or respondents
<b>L</b>	Instructions, conditions, and notices to offerors or respondents
<b>M</b>	Evaluation factors for award

- ✔ ● **Section L** General Instructions
- ✔ ● **Section M** Evaluation Criteria
- ✔ ● **Section C** The Task!
  - Statement of Work (SOW)
  - Performance Work Statement (PWS)
  - Statement of Objectives (SOO)
- **Section B** Pricing Instructions
- **Section J** Attachments
  - You may find SOW tucked in here
- ✔ ● **Section H** Special Requirements including Key Personnel, Security, OCI and other Compliance / Restrictions

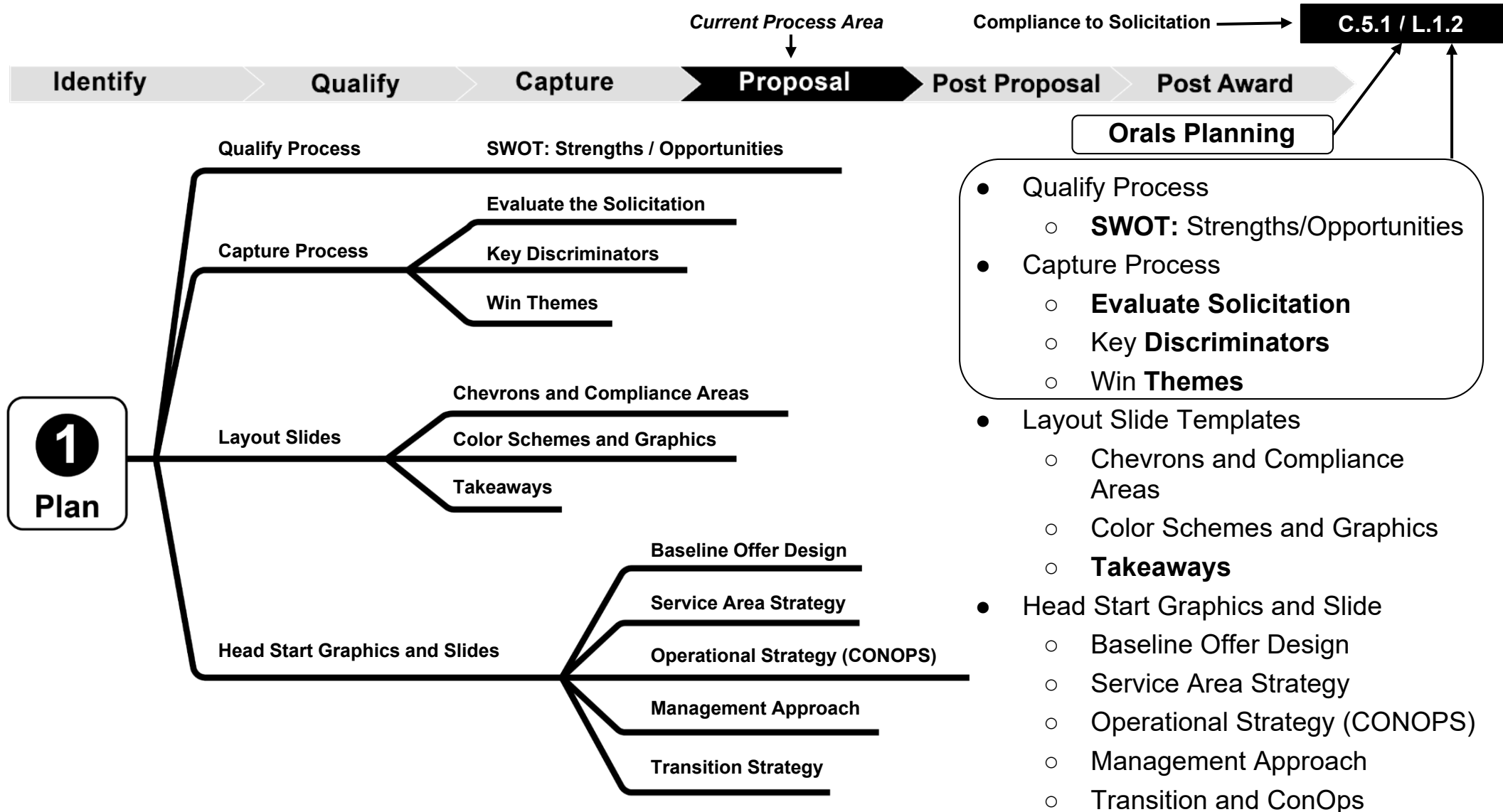
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*Takeaways should always indicate a benefit to the customer with respect to the content on the slide*

**PLAN**

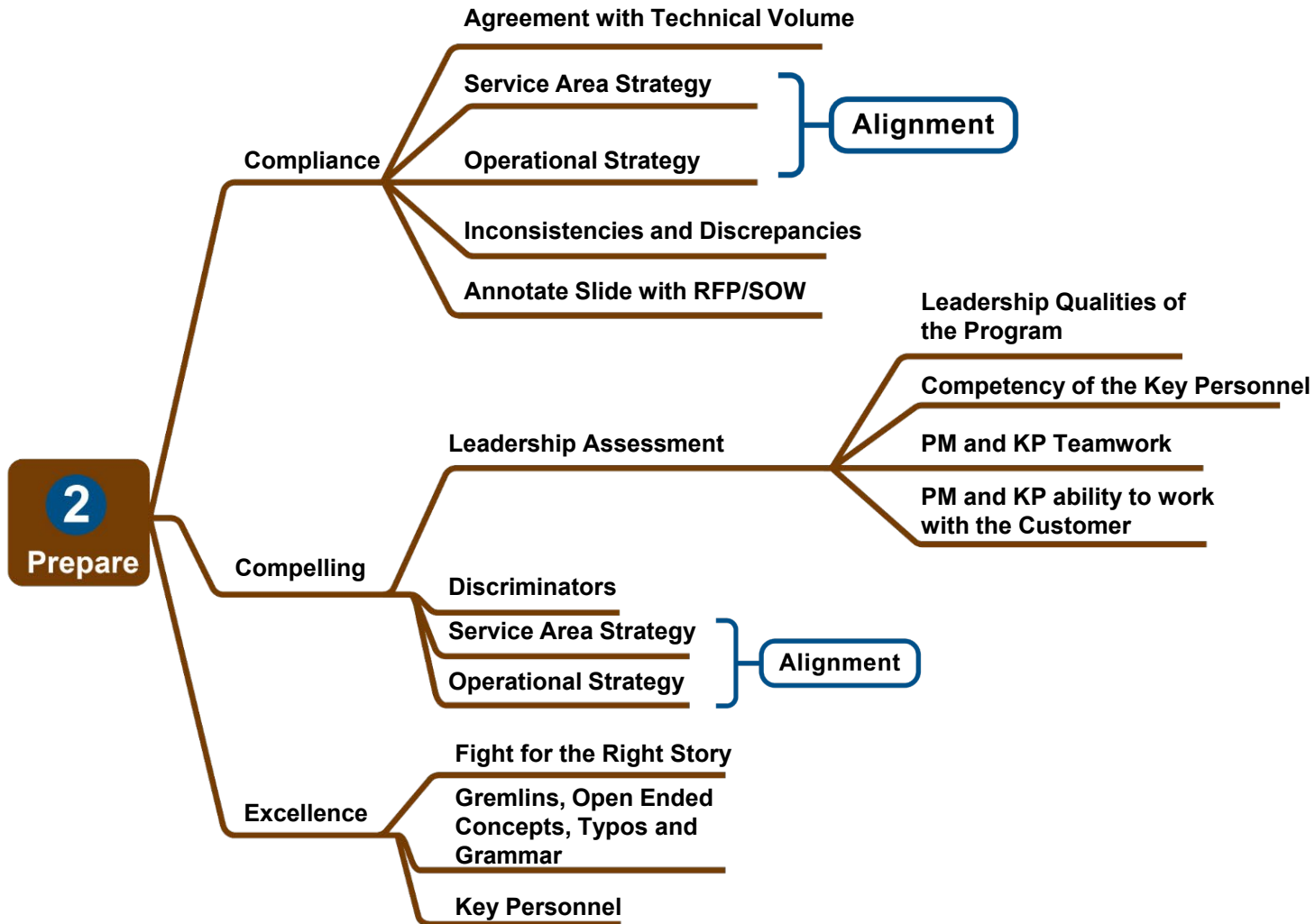
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**TEACHING  
RULES OF THE GAME**

# Orals Preparation



- **Compliance**
  - Alignment with Technical Volume
  - **Service Area Strategy**
  - **Operational Strategy**
  - **Annotate** Slides with RFP/SOW
- **Compelling**
  - Leadership Assessment
  - Win Themes and Discriminators
  - **Services Area Strategy**
  - **Operational Strategy**
- Excellence
  - **Fight** for the Right Story
  - Presentation **Quality**
  - No Typos, Gremlins, and Open References that Leave Questions
  - Selecting **Key Personnel**

PLAN

**PREPARE**

PRACTICE

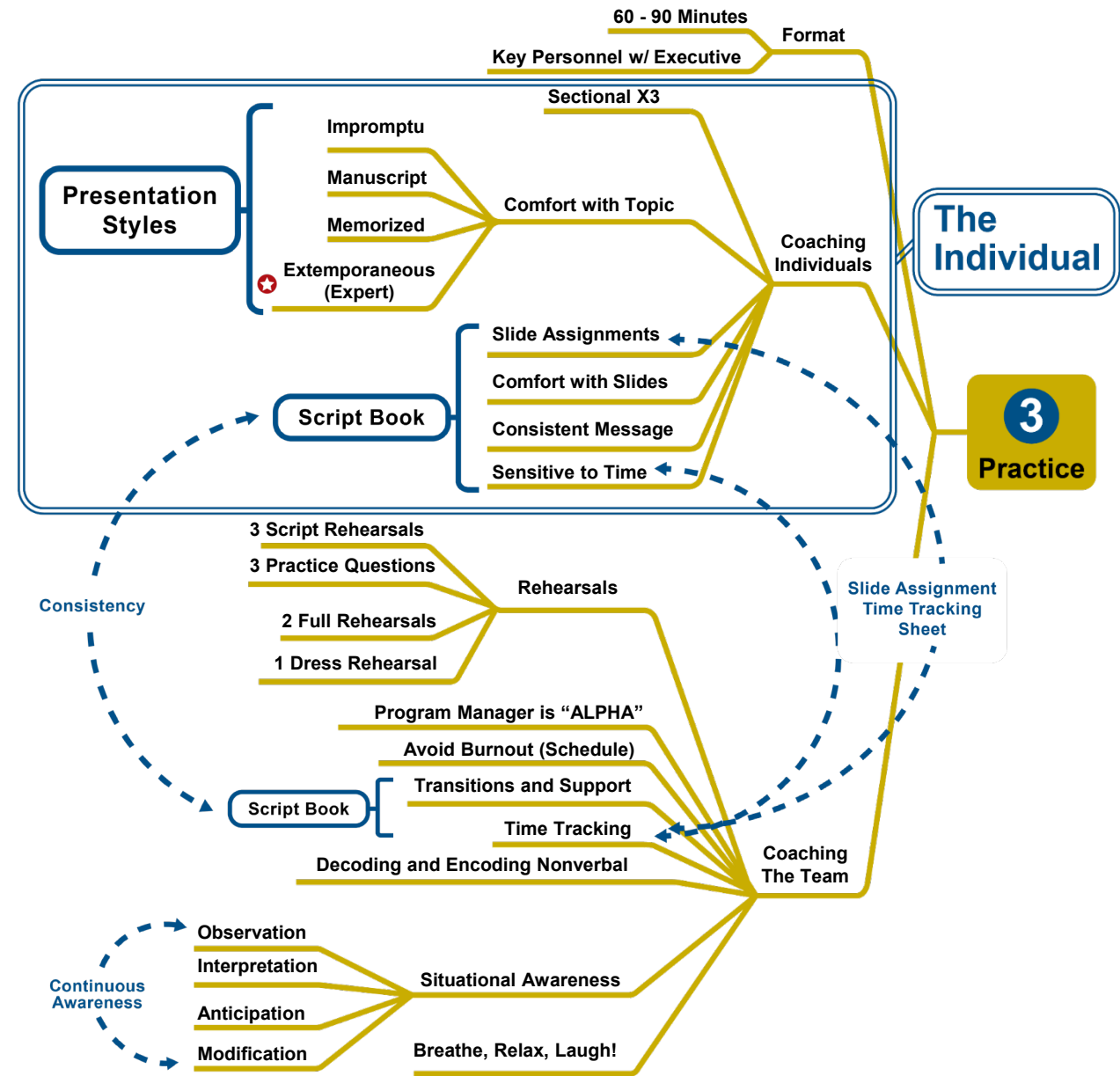
PRESENT

**TEACHING  
RULES OF THE GAME**



# Orals Practice

- **Format**
  - 60 - 90 Minutes
  - Key Personnel w/ Executive
- **Coaching Individuals**
  - **Sectionals**
    - Three Sessions
    - Primaries and Alternates
  - Comfort with Topic
    - **Introvert vs. Extrovert**
    - **Presentation Styles**
    - ✓ ○ **Extemporaneous**
- **Slide Assignment and Time Tracking**
- **Script Book**
  - Consistency
  - Confidence
  - Comfort



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**PRACTICE**

PRESENT

**COACHING THE GAME PLAN**

# Slide Assignments and Time Tracking

Section Title	Section Lead	Slide Number	Slide Title	Presenter	Total Slides	Time	Presenter Timebox	Script Rehearsal #1	Script Rehearsal #2	Script Rehearsal #3	Full Rehearsal #1	Full Rehearsal #2	Dress Rehearsal
						4.00		3.50	3.20	4.50	3.80	3.70	3.80
						4.00		2.00	1.80	2.00	2.00	2.00	2.10
						8.00		10.00	9.50	9.50	8.50	8.50	8.50
						8.00		7.00	7.50	7.20	7.00	7.00	7.00
					5	4.00	28.00	5.00	5.00	4.50	4.20	4.00	4.00
					1	5.00	5.00	4.00	4.00	4.00	4.30	4.20	4.30
					1	5.00	5.00	6.00	5.50	5.50	5.20	5.00	5.00
						5.00		5.50	5.50	4.50	4.20	4.50	4.50
					2	5.00	10.00	6.00	6.00	6.00	5.50	5.50	5.00
						5.00		6.00	6.00	5.00	5.00	5.00	5.00
					2	5.00	10.00	5.50	5.50	5.00	4.50	4.50	4.00
					1	5.00	5.00	6.50	6.50	6.50	6.00	6.00	5.50
						4.00		5.00	5.00	5.50	5.50	5.50	5.50
						4.00		5.00	5.00	5.00	4.50	4.50	4.00
					3	10.00	18.00	12.00	12.00	10.00	10.00	10.00	9.50

Orals Presentation Time Box	90	15	81.00
Buffer	10%		81.00
Presentation Minutes Target	81.00		
Buffer Hours	9.00		100.00%

<u>Mins</u>	89.00	88.00	84.70	80.20	79.90	77.70
<u>Target</u>	81.00	81.00	81.00	81.00	81.00	81.00
<u>Delta</u>	-8.00	-7.00	-3.70	0.80	1.10	3.30
<u>Spend</u>	109.88%	108.64%	104.57%	99.01%	98.64%	95.93%
<u>Buffer</u>	1.00	2.0	5.30	9.80	10.10	12.30

PLAN

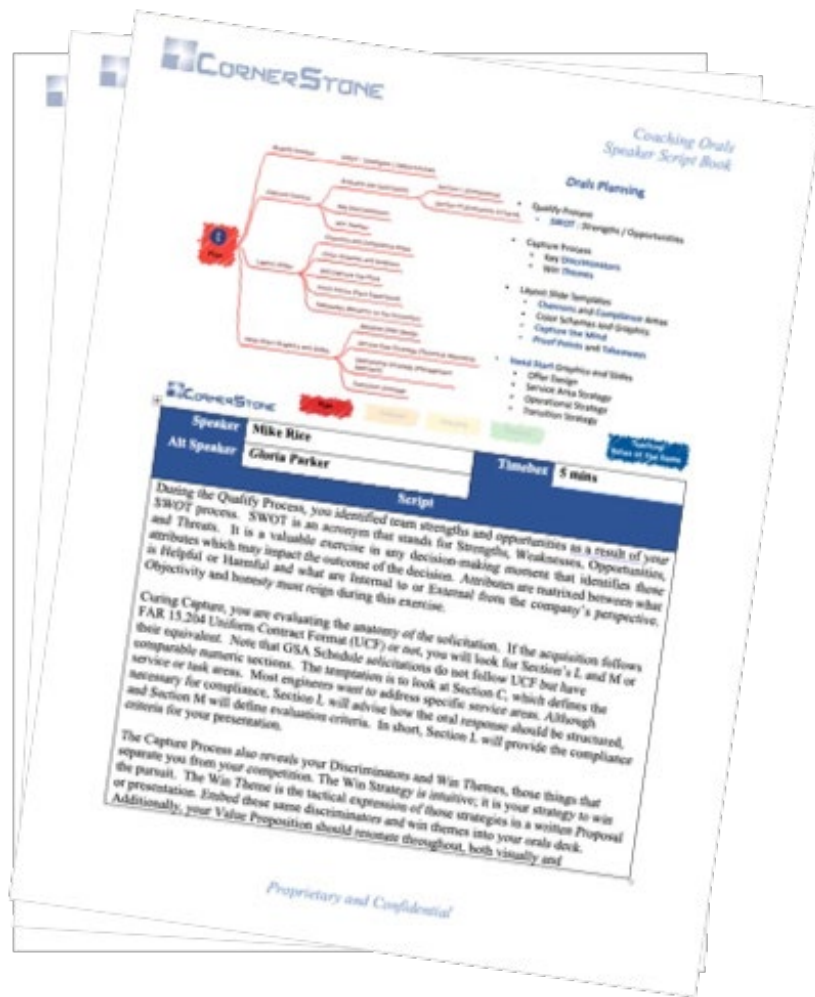
PREPARE

**PRACTICE**

PRESENT

**COACHING THE GAME PLAN**

# Speaker Script Book



- **Characteristics of the Script Book**

- Aligns with Time Tracker Sheet
- Aligns With Slide Assignments
- Every slide is represented
- Dialogue in the Script Area is created and maintained by Primary and Alternate Speakers

- **Desired Outcome**

- Compliance
- Comfort with Slides
- Consistent Messaging
- Managed Timeboxes
- Speaker to Speaker transition
- Develop Non-Verbal Queues
- Proof Points and Takeaways

PLAN

PREPARE

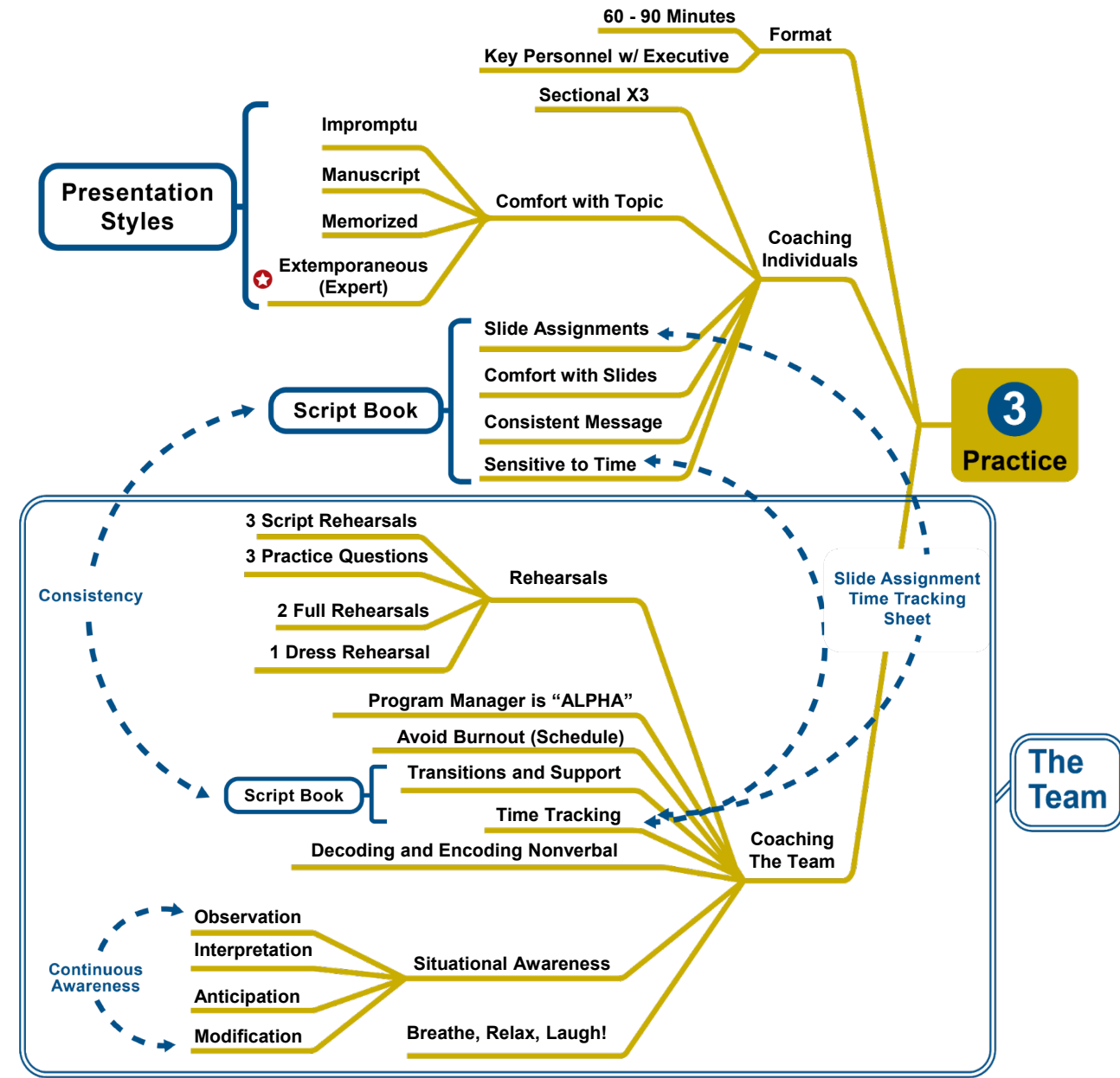
**PRACTICE**

PRESENT

**COACHING  
THE GAME PLAN**

# Orals Practice

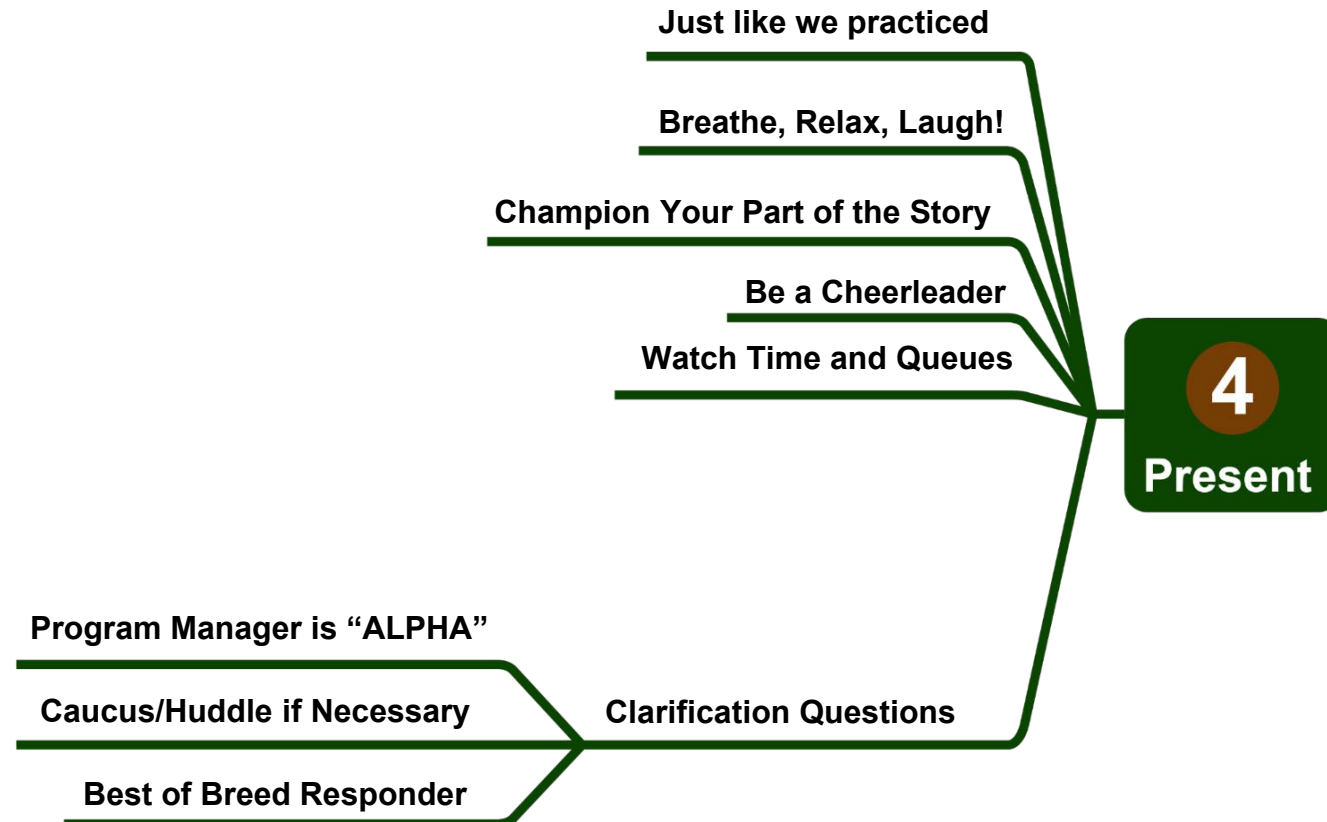
- **Coaching the Team**
  - Program Manager is “Alpha”
  - Avoid Burnout (**Schedule Rehearsals**)
    - **3 Script** Rehearsals
    - **3 Practice Question** Rehearsals
    - **2 Full** Rehearsals
    - **1 Dress** Rehearsal
- **Speaker Script Book**
  - Transitions and Support
  - Timekeeper / Queues
- Decoding and Encoding Nonverbal
- Situational Awareness
  - Watch Nonverbal Queues
  - Observe, Interpret, Anticipate, Modify
  - Anticipate Clarification Questions



PLAN PREPARE **PRACTICE** PRESENT

**COACHING THE GAME PLAN**

# Orals Presentation



- Just Like We **Practiced**
- Watch Time **Queues**
- Breathe, Relax, **Laugh !**
- **Champion** Your Part of the Story. **You are the Expert!**
- Watch Times and Queues
- **Support One Another !!**
- Be a **Cheerleader**
- **Clarification** Questions
  - Program Manager is **"Alpha"**
  - **Huddle** on Each Question
  - **Best of Breed** Responder

PLAN

PREPARE

PRACTICE

**PRESENT**

**COACHING  
THE GAME PLAN**



# Retrospective

What Went Well?

Action Items

COACHING THE GAME PLAN

Teaching Rules of the Game



What Needs Improvement?



COACHING THE GAME PLAN

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2023



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