

WHY DO YOU CARE?

Are you questioning the direction you have taken your company? Do you need help building an actionable strategy? Are you struggling with capture management and proposal development?

If you answered "yes" to any of these questions, then Whitespace University is here for you! For a small fee and 90 minutes of your time, you can gain valuable information taught by Whitespace Faculty and our network of more than 100 Subject Matter Experts.

The classes are laid back, fun, and interactive. Join us and take advantage of this informative service.

HOW TO PARTICIPATE

SIGNING UP IS EASY!

1. Visit www.whitespaceinnovations.com
2. Navigate to the Whitespace University tab
3. Click on the class you'd like to attend
4. Once on the class page, click on the Eventbrite link
5. Register on the Eventbrite page by clicking "Register"
6. Contact Penny Bryant with any questions or concerns penny.bryant@whitespaceinnovations.com; (256) 890-2694



WHITESPACE FACULTY

Austin Boyd – Dreams of hiking, biking, writing, and time in his woodshop. Our founder at Whitespace, exploring new paths to profitable growth. Adjunct Professor in the Campbell School of Business at Berry College.

Tom Houser – Crazy about helicopters, high-tech, heaven, and a house on the lake. Our "Dean of Whitespace" and a business-builder extraordinaire.

Fred Fagan – Loves his darling, his daughters, Disney, and the disciplined processes that grow the top line for business.

Alexandra Johnson – Lives for life on the lake, the lilt of country music, and locating the elusive "gold nugget" bid.

Kaitlyn Kilday – Fan of coffee, cute dogs, classes in Russian, and cracking the code to conquer corporate competitors

Carol Coffey – Lives for globe-trotting, garden salads, and grueling nights managing billion-dollar proposals.

Glenn Goodnight – Passionate about golf, guns, great cruises, and getting to the bottom line on "price-to-win."

Russ Boyanton – Father, foodie, football fanatic, and fearless fighter of cyber foes.

Bill Davis – Reader, writer, and reviewer, wrangling proposals to realize revenue. Adjunct professor at Virginia College.

Do you have a business subject that you want to learn more about? Give us a call. Our Whitespace Innovations family of over 100 Subject Matter Experts is here to help you seize your potential in business!



4900 Corporate Drive NW, Suite A • Huntsville, AL 35805
(256) 890-2694 • www.whitespaceinnovations.com



UNIVERSITY HOURS

MONDAY - FRIDAY 8:00 AM – 6:00 PM
(256) 890-2694

We pioneer fresh ideas.



WHAT IS WHITESPACE INNOVATIONS?

We like to think of Whitespace Innovations as a business growth mentoring firm. We undertake business assignments that result in direct contributions to our clients' revenue growth and profitability, as measured by annual results. We exist for the sole purpose of helping your company grow. If you win, we win!

We provide business growth mentoring to more than 40 clients scattered across America. 42% of our 2017 revenue came from firms listed with *Fortune's* "Future 50," *Fortune* 500, or *Inc.* 5000—clients who top the charts in revenue and profitable expansion. Those firms turn to Whitespace to build actionable strategies, shape successful captures, and write winning proposals. Our clients also turn to us to set a realistic corporate vision, validate new markets, and identify winnable opportunities. No matter the size of your business or your challenges, Whitespace Innovations is ready to serve your needs as your business growth partner.

ABOUT OUR UNIVERSITY

Of course, we're not a real university! But our goal is real: To mentor and support businesses in their efforts to grow profitably. Whitespace Innovations was founded to:

1. Solve tough problems that limit a company's growth
2. Help people find work by growing our clients' businesses
3. Achieve a life-work balance by mentoring businesses in valuable best practices of business development

Whitespace University is our new mentoring series that presents fundamental building blocks necessary for profitable growth. These classes are offered as "lunch and learn" and "business after hours" activities for short but valuable learning opportunities. Fundamentals of business development, proposal development, "back office" management, and corporate leadership provide you an assortment of mentoring and personal growth classes throughout the year.

Each class lasts 90 minutes and includes a light lunch or a "happy hour" selection of light snacks. We provide an hour of course instruction and half an hour for questions and answers. Taught by Whitespace Innovations' Subject Matter Experts, these mentoring classes are ideal for anyone interested in the core skills needed to grow a business.

LIST OF AVAILABLE CLASSES

BUSINESS DEVELOPMENT FUNDAMENTALS

1. Overview of Integrated Metrics-Based Business Development
2. Corporate Vision – Set a Realistic Vision
3. Market Research – Pursue a Viable Market
4. Strategy – Build an Actionable Plan
5. Opportunities – Identify and Track High-Probability Opportunities
6. Capture – Shape the Procurement to Win
7. Overview of Proposal Development – Bid to Win
8. Competitive Intelligence Tools and Processes
9. Requests for Information (RFI) – A Rapid Response Strategy
10. Business Development and Customer Relationship Management Tools
11. GovWin – Your Tool to Find Federal Business
12. FPDS – Your Competitive Intelligence Database
13. OneTeam – Your Pipeline and Customer Relationship Management Tool
14. Fundamentals of Customer Engagement – How to Sell Well
15. Other Transactional Authority (OTA) Contract – Try It!

PROPOSAL DEVELOPMENT FUNDAMENTALS

1. Integrated Proposal Development (3½ days)
2. "Incumbentitis" – The Primary Cause for Incumbency Loss
3. Fundamentals of Technical Writing
4. Fundamentals of Technical Editing
5. Fundamentals of Proposal Management
6. Fundamentals of Proposal Graphics
7. Proposal Pricing Pitfalls
8. Price to Win – Decoding the Pricing Riddle
9. Fundamentals of Proposal "Color Teams"
10. Competitive Analysis and the "Black Hat" Review
11. Writing the Plans #1: Risk and Management Plans
12. Writing the Plans #2: OCI, Quality, and System Security Plans
13. Overview of the Source Selection Process
14. Identify and Mitigate Organizational Conflict of Interest (OCI)

LIST OF AVAILABLE CLASSES

"BACK OFFICE" FUNDAMENTALS

1. Balanced Score Card (BSC) Overview
2. Earned Value Management (EVM) Overview
3. Fundamentals of Program Control
4. ISO Quality Certifications Demystified
5. CMMI Certifications Demystified
6. NIST 800-171 Cyber Security Compliance – Fast and Affordable
7. Office 365 Migration – A Product That Grows with Your Business
8. Malware, Viruses, Phishing – Be Prepared, Not Scared
9. Affordable Benefit Programs for Small Companies
10. Capital and Investment Options for Business Owners
11. Understand, Improve, and Capture Your Business's Value
12. Company Exit Strategies – Begin with the End in Mind

CORPORATE LEADERSHIP FUNDAMENTALS

1. Executive Coaching and Leadership Development
2. Find a Job and Find Joy – How to Land In a Position That You Love
3. Fundamentals of Public Speaking
4. Business Leader's Bookshelf
 - a. *Seizing the Whitespace* – Find New Markets
 - b. *The Medici Effect* – Innovate to Grow
 - c. *Zero to One* – Fundamentals for the Start Up
 - d. *Start with Why* – Setting a Vision
 - e. *Blue Ocean Strategies* – Identify Uncluttered Markets
 - f. *Lincoln on Leadership* – Succinct Leadership Lessons

