

# The Business Performance Group, Inc.

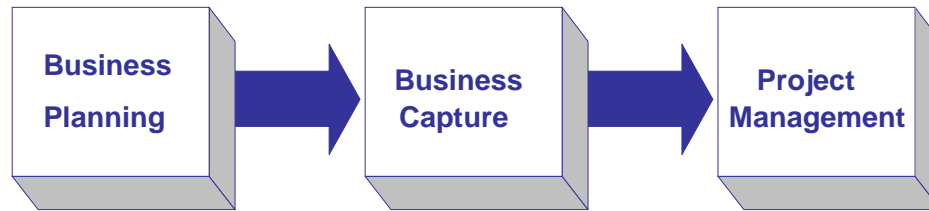
## Our Focus

*In today's increasing competitive market, how do you identify business opportunities that match your core competencies and then win the business?*

The Business Performance Group, Inc., specializes in **Services, Content and Technology** that improve new business win rates and enhance contract performance. We assist you in:

- ❑ **Planning your business,**
- ❑ **Capturing contracts that support your plan, and**
- ❑ **Performing profitable projects.**

Corporations engaged in providing knowledge-based solutions to clients are increasingly challenged to improve business capture rates and enhance customer service. They need to more effectively and efficiently plan, capture, and manage projects. We are a leading provider of integrated business services and processes directed at increasing the successful identification, capture, execution and profitability of the resulting work. Our purpose simply stated is **to improve your success rate in the business pipeline** shown below:



<ul style="list-style-type: none"> <li>▪ Business Analysis</li> <li>▪ Gap Analysis</li> <li>▪ Strategy Development</li> <li>▪ Action Planning</li> <li>▪ Prioritization</li> <li>▪ Plan Integration</li> </ul>	<ul style="list-style-type: none"> <li>▪ Opportunity Assessment</li> <li>▪ Capture Planning</li> <li>▪ Proposal Planning</li> <li>▪ Proposal Management</li> <li>▪ Proposal Support</li> <li>▪ Project Transition</li> </ul>	<ul style="list-style-type: none"> <li>▪ Requirements Analysis</li> <li>▪ Project Planning</li> <li>▪ QA /QC Plans &amp; Procedures</li> <li>▪ CM Planning</li> <li>▪ Project Reviews</li> </ul>
--	--	--

## WHO WE ARE

*Our seasoned business professionals each bring to bear over thirty years of technology development, marketing and sales, operations, business acquisition and project management experience.*

We have extensive public and private sector experience. In addition to having served as senior managers with firms such as SAIC, Advanced Technology/PRC, Westinghouse, and Black and Decker, we have significant start-up experience in areas such as information technology, instrumentation, energy, and environmental firms. Our public sector experience includes the Department of Defense, Department of Energy, and the Environmental Protection Agency. Our private sector market experience includes major firms such as Progress Energy, American Express, Citibank, DynCorp, British Petroleum and others. We have proven success in several markets: information technology, energy, environmental, government operations and financial services.

In total, our team has identified and captured more than \$10 billion of new and repeat business, managed multi-million dollar firm fixed price contracts and sustained over thirty per cent sustained annual revenue growth rates with profitable business units.

**WHAT WE DO**

*We use our extensive executive experience and proprietary tools and techniques to quickly assimilate relevant business information and intrinsic staff knowledge. We then use this to produce sustainable market advantages.*

We offer the following **Core Services**:

- ❑ **Preparing Business and Strategic Plans**
- ❑ **Identifying and Selecting Business Opportunities**
- ❑ **Developing and Implementing Marketing Plans**
- ❑ **Developing and Implementing Contract Capture Plans and Strategies**
- ❑ **Managing and Supporting Proposals**
- ❑ **Transitioning and Starting up Major New Projects and Contracts**
- ❑ **Developing Project Management Plans and Performing Project Audits**
- ❑ **Training Project Managers**

As shown below, we complement these **Core Services** by providing our clients with **Content** (proven business process models and training) and **Technology Enabled Solutions** (e.g., Stand-alone and web-based products).



Training programs support effective implementation of the Core Services. Training is often integrated as part of the Core Services and can be presented as short courses of 3-4 hours duration or full courses (1-2 days duration). We structure our Content delivery around process models that are implemented using a “job aid template” that divides the processes into easily understood and manageable segments. Finally, we web enable Technology Solutions so that you can easily scale to hundreds of users and implement your business pipeline processes across the enterprise.

---

**WHY US?**

***Our services, content and technology systematically address five factors critical to enhancing your business performance.***

We focus on ensuring that managers and businesses are well prepared to accomplish improvements in their business pipeline. Our approach specifically addresses the following factors that increase the probability of your business success:

- **Successful Business Managers.** With over thirty years of experience each, Business Performance Group, Inc., principals have successfully managed businesses similar to yours. We have Executive level management experience and profit and loss responsibility in both private and publicly held companies ranging in size from \$1.5 million to over \$2 billion in annual revenues. In addition, our team has proven credentials developing technology for leading R&D organizations and commercializing technology developed by the government and universities.
- **Significant Business Development Experience.** Over the last twenty-five years, our team has bid and won over \$10 billion in new and repeat business. We match your need to our team members with proven capabilities in your market segments. Our staff and associates have no less than twenty years of successful experience addressing your specific needs, and demonstrated business skills, abilities and proven, practical knowledge.
- **Proven Integrated Business Processes.** We use proven business processes which improve your capture rate and business performance. Our approach uses a consistent, proven **Five Step Process Framework** comprised of Analysis, Design, Develop, Implement and Feedback to develop and implement our solutions. Over the last twenty five years, we have successfully implemented this process framework in many business venues – from business planning through managing projects. While all steps are important, we distinguish ourselves from competitors by our analysis and control steps. Analysis ensures that you gather the necessary background material before proceeding to take action and Control provides the feedback so that mid-course corrections are made. By consistently using this process, we provide fully integrated repeatable solutions using a proven methodology.
- **Solid Business Relationships and Contacts.** Our services and solutions don’t just focus on technical aspects. We provide services that address the business competencies needed to be a top performer. Then we work with you to bring to bear the right business relationship or partner that enhances your success in the market place. Our team of over forty Associates provides you access to a broad network of individuals and companies.
- **Development of Your Team’s Skills.** We don’t just provide services, but we work with you to further develop your team’s skills. We provide sufficient training resources and content to greatly improve your chances of successfully closing on and performing

business. We have worked with leading human resource experts to identify the critical competencies that distinguish the top ten per cent performers. By using our seasoned business experienced staff to present relevant, competency based training programs, in the context of proven process models, we enhance your chance of success, while minimizing your investment in program development and delivery.

In addition to our team, we work with a network of associates, each with 25+ years of experience.

**Please contact us at:**

**Mr. Kristin L. Allen, PE, PMP**

1612 Brookland Pkwy

Richmond, VA 23227

Phone: 757.463.7937

Email: [kallen@bp-group.net](mailto:kallen@bp-group.net)