



PROPEL™ Assessment

Proposal Execution & Lessons Learned

What is PROPEL™?

The PROPEL™ Assessment is an independent advisory engagement that evaluates how past proposals including wins and losses were executed to identify repeatable strengths, execution gaps, and lessons learned that improve future bid performance.

Why PROPEL™ Exists

Most federal contractors move directly from one proposal to the next without formally capturing lessons learned. Wins are celebrated, losses are rationalized, and valuable insight is lost. PROPEL™ ensures every proposal contributes to organizational learning so each new bid starts stronger than the last.

What PROPEL™ Evaluates

- Strategy & positioning alignment
- Responsiveness to evaluation criteria
- Differentiation consistency
- Evidence, proof strength, and risk framing
- Team coordination and process discipline
- Recurring strengths and structural deficiencies

What You Receive

- PROPEL™ Assessment Summary
- Root-Cause Analysis of Recurring Issues
- Improvement Roadmap (Immediate, Near-term, Long-Term Actions)
- Executive Readout Focused on Priorities for Improvement

What We Review

- Sampling of past proposals (wins and/or losses)
- Relevant RFPs and evaluation criteria
- Available debrief feedback
- Pursuit context (teaming, timing, constraints, execution & management)

Who's It For

- Teams that:
 - Bid frequently but see inconsistent results
 - Don't have a structured lessons-learned process
 - Desiring insight into proposal execution across proposals vs singular proposal efforts
 - Want to scale into larger, higher-value pursuits

Red teams improve a proposal. PROPEL™ improves how you win proposals.

Make Your Next Bid Smarter Than the Last

Contact us for a brief conversation to explore how PROPEL™ can help you leverage winning practices and eliminate repeat execution risks.