



Lean Principles & Your Proposals

Can Lean manufacturing principles skinny down your proposal process?



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Takeaways

What is Lean? What makes it applicable in proposal management?

- At its most basic, Lean is a process improvement methodology that focuses on putting the customer front and center.
- It is applicable across industries and outside a manufacturing environment if you treat it like a business tool kit for continuous improvement.

Potential areas to apply Lean in proposals?

- Proposal generation process
- Annual content review process
- Lessons learned process (Agile Retrospectives)

One tip you'd offer to test the lean waters

- **Neal:** Be practical. Remember you are trying to improve proposal development with Lean Thinking, not necessarily implementing pure Lean. Take from Lean what is helpful to making your process better. Learn and iterate. Keep what works.
- **Christy:** Keep it simple. Identify parts of the process that may not directly impact evaluation by the customer – and create efficiencies. Process steps with large resource costs (time/people) are usually the next area for improvements.
- **Kelly:** Start with the five principles and use them to evaluate your own proposal process. From there adapt the tools of Lean to fit your environment - don't be put off by having to strictly adhere to the "lean way."

Where to Learn More

- Websites:
 - The Lean Way: [Link](#)
 - Lean for Dummies: [Link](#)
- Books
 - Lean Basics: [Lean Thinking](#) by James Womack, & Daniel Jones
 - Lean Culture: [Creating a Lean Culture](#) by David Mann
 - Lean Problem Solving: [Upstream](#) by Dan Heath
 - [Value Stream Mapping](#): How to Visualize Work and Align Leadership for Organizational Transformation by Karen Martin and Mike Osterling