



GENERATIVE AI POWER USER IMMERSION PROGRAM

Lohfeld Consulting Group can help your proposal team learn a radically new way of planning and preparing proposals by using generative AI (GenAI). With our Power User Immersion Program, your teams will quickly learn to achieve GenAI's promise of dramatic reductions in the time and cost of proposal development.

Two GenAI-trained proposal experts lead your proposal professionals through a 6-week in-house program to prepare proposal content for a Request for Proposal (RFP) that you select.

Boost your proposal staff up the GenAI learning curve through structured workshops, demonstrations, and 1:1 coaching on a secure, private GenAI platform specifically designed for GovCon proposal development.

LOHFELD
CONSULTING

Put distance between yourself and your competitors by getting the benefits of GenAI faster and at less cost through Lohfeld's GenAI Power User Immersion Program.

You buy GenAI tools to reduce labor costs and increase win rates, but your proposal professionals and subject matter experts need an understanding of how and when to apply AI tools to deliver those improvements. We know you can't afford to take your key people away from working on opportunities in your pipeline for extended training, so Lohfeld Consulting is partnering with Procurement Sciences (PSci) to offer a 6-week GenAI Power User Immersion Program. Keep capture and proposal development on schedule while your people accelerate up the GenAI curve!

In our Power User Immersion Program, we provide two GenAI-trained proposal experts who work with your proposal team in a structured learning environment hosted on PSci's Awarded.AI platform. Before the 6-week program begins, PSci sets up your GenAI environment, and we assist as PSci and you curate and upload your data library.

Once the program begins, our Lohfeld consultants guide your people through the development of actual proposal content for your selected opportunity. Your people never stop working on the opportunity while receiving the practical, hands-on instruction they need to make GenAI an integral part of your proposal development process.

WHAT YOU WILL LEARN

The Lohfeld GenAI Power User Immersion Program will help your company by:

- Establishing your own secured GenAI tenant and corporate library using PSci's Awarded.AI platform, to be hosted in your company's virtual private cloud or a PSci-hosted environment, whichever you prefer.
- Giving up to 20 of your personnel a thorough grounding in the fundamentals of GenAI and use of the Awarded.AI platform in our 3-day Generative AI for Proposal Professionals class. We customize the class exercises for an RFP of your choice.
- Accelerating your staff's proficiency with GenAI while they continue to work on your selected opportunity. We provide two GenAI-trained proposal consultants who provide 1:1 assistance, exercises, reviews, and office hours to coach students in a structured learning environment. Students create solutions that showcase scoreable strengths, compliant and easy-to-score outlines, and draft proposal artifacts, such as past performance, resumes, and technical and management sections.
- Creating custom prompts that implement your company's best practices to start your own prompt library.
- Familiarizing your proposal professionals with Lohfeld best practices that have been proven to increase win rates and writing GenAI prompts to implement them.





PROGRAM STRUCTURE

Before the 6-Week Program Begins

- You select your team so PSci can establish your secure Awarded.AI tenant and set up user accounts for the program.
- Lohfeld consultants attend your discussions with PSci and assist in identifying documents and establishing your corporate data library of past performance, resumes, offerings, and other relevant information for the program proposal.
- Lohfeld consultants survey your team to align the experience of your team with the customized content of workshops and GenAI environment (such as prompts) as needed.

Week 1: Generative AI for Proposal Professionals Class

- Your team attends the 3-day Lohfeld Generative AI for Proposal Professionals class. In advance, Lohfeld customizes the in-class exercises using the RFP you have selected, thereby giving the students the most relevant learning experience possible. The class is conducted in a training environment with the same Awarded.AI platform as the program.
- Your team performs self-directed review of the vendor familiarization videos in the PSci environment and explores the platform capabilities.

Week 2: Preparation, Acclimation, and Training

- You familiarize your team and the Lohfeld proposal consultants with the capture pursuit, including analysis of the customer requirements, objectives, and goals; win strategy; value proposition to the customer; competitive assessment; solution (to date); and associated strengths and discriminators.
- You familiarize your team and the Lohfeld consultants with your proposal process and associated templates for this effort.
- Lohfeld consultants conduct a hands-on workshop to immerse your team in the features, functionality, and navigation of the Awarded.AI platform.
- Lohfeld consultants demonstrate retrieval augmented generation (RAG) search of the corporate data that you have selected and uploaded into the GenAI environment and demonstrate the development of custom prompts.

Week 3: Build Storyboards for Management and Technical Volume Sections

- Lohfeld consultants take your team through exercises illustrating GenAI's capabilities and limitations for assessing RFP requirement compliance and traceability.
- Lohfeld consultants guide your team through using GenAI to populate annotated outlines for solutioning and setting the voice, tone, style, and creativity of GenAI narrative output.

Week 4: Build Value Proposition Stories

- Lohfeld consultants guide your team through using engineered prompts, chain of thought, and prompt library "canned" prompts to generate structured narrative.
- Your team practices using GenAI to create value proposition stories that highlight the unique value you bring to the customer. These narrative elements are incorporated into your proposal narrative.

Weeks 5 and 6: Draft High-Quality Proposal Content for Technical or Management Solutions and Selected Evaluation Criteria

- Your team, under the guidance of the Lohfeld consultants, applies your proposal standards and Lohfeld best practices to generate proposal narratives and other proposal content, such as resumes.
- Your team uses the compliance/responsiveness review function in Awarded.AI for feedback on narrative completeness, evaluation risks, ideas for increased differentiation, and readability. They then revise their narratives to maximize scoring potential in preparation for color team review.





ABOUT YOUR FACILITATORS

BRUCE FELDMAN, VICE PRESIDENT

- Lead AI Trainer with 30+ years of experience as a SME in BD, capture management, and proposal development for USAF, USSF, IC, OSD, DOD 4th Estate, and Combatant Commands bids.
- Leads Lohfeld's AI initiatives; facilitates Lohfeld's Power User Immersion Program; lead trainer for Lohfeld Generative AI for Proposal Professionals class; and trainer for Capture Management and Strength-Based Winning® classes.

DWAYNE BAPTIST, VICE PRESIDENT

- Has 25+ years of experience in capture management, strategic planning, proposal management, program management, orals coaching, and solutioning facilitation for DOD, DHS, ICE, CBP, DOT, VA, DOE, DOC, and GSA bids.
- Trainer for Lohfeld's Generative AI for Proposal Professionals class and facilitates Lohfeld's Power User Immersion Program, leveraging proposal management, solutioning development, and IT background, including effective application of Lohfeld's Strength-Based Winning® methodology.

GAYLON SMITH, PRINCIPAL CONSULTANT

- Senior capture executive with 20+ years' experience leading complex and strategic capture campaigns for DOD, CDC, DHS, DOJ, DOS, GSA, NIH, IRS, USPS, TSA, and commercial bids.
- Facilitates Lohfeld's Power User Immersion Program, leveraging a technical background in mathematical modeling, optimization, simulation, AI, and data analytics.

WENDY FRIEMAN, PRINCIPAL CONSULTANT

- Certified PPM, APMP Fellow, and NCMA Certified Professional Contract Manager with 20+ years of experience winning multi-million-dollar DOD, IC, DOS, NASA, EPA, USDA, DHS, CMS, GSA, and SSA bids.
- Facilitates Lohfeld's Power User Immersion Program, leveraging proposal management and writing experience, including Lohfeld's Strength-Based Winning® methodology.

POWER USER IMMERSION PROGRAM PRICING – PRIVATE TRAINING

- **Awarded.AI Licenses.** PSci provides the Awarded.AI licenses. You buy licenses on a per-seat basis, for a minimum period of 12 months.
- **Lohfeld Training.** The Generative AI for Proposal Professionals private training class for up to 20 students includes content customized to an RFP of your choice.
- **Lohfeld GenAI Proposal Consultant Support.** Lohfeld provides two principal consultants who are assigned half-time to your 6-week engagement. They attend the training class, assist in setting up your corporate data library in the Awarded.AI tenant, and facilitate the weekly program activities. The cost can vary depending on the experience of your personnel and any special requests you might have.

NOTE: The GenAI Power User Immersion Program is a private training program. We currently do not provide a public training option for this program.

CONTACT US

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