



# NDIA 12th National Small Business Conference

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# Perspective for Success

## *SMALL Business Innovation Vital*

- SUBMARINE Commander Perspective – IMPORTANCE of QUALITY
- Government Perspective – Innovation Great – But... Need to Deliver
- 2 Focus areas: **COMMUNICATIONS, PARTNERSHIPS**
- Large Business Perspective: QUALITY #1 ISSUE - by FAR!!
  - They Have to Deliver Too
  - Keep in Mind how your piece fits the end product
- Watch Your Industry Partners, particularly Subcontractors

**Small Business INNOVATION Provides  
VITAL ROLE to  
NATIONAL DEFENSE**

# Winning vs. Delivering Contracts

Searching "how to *win* a contract" yields numerous results.

Google

how to win a government contract bid



4 Tips for Bidding on Your First Government Contract | Inc.com  
[www.inc.com/.../4-tips-for-procuring-a-government-contract.html](http://www.inc.com/.../4-tips-for-procuring-a-government-contract.html) ▾ Inc. ▾  
Mar 31, 2010 - In the survey, contractors reported that it took almost two years on average to win their first federal contract. "Preparing for a government ...

10 Steps to Successful Government Contract Bid.  
[www.wingovernmentcontracts.com/10-steps-to-a-successful-government...](http://www.wingovernmentcontracts.com/10-steps-to-a-successful-government...) ▾  
10 Steps to Successful Government Contract Bid. ... What do you have to do to actually sign that first deal with the government? We have broken down actions ...

The Secret To Winning Government Contracts Isn't What ...  
[www.forbes.com/.../the-secret-to-winning-government-contracts-i...](http://www.forbes.com/.../the-secret-to-winning-government-contracts-i...) ▾ Forbes ▾  
Jun 30, 2014 - Government contracts may be lucrative for big companies, but for many small businesses, they're not. That's because few small firms win them at all. ... who had won active contracts had put in five prime contract bids and three ...

The Research You Need to Win Government Bids | Onvia  
[www.onvia.com/business.../research-you-need-win-government-bi...](http://www.onvia.com/business.../research-you-need-win-government-bi...) ▾ Onvia  
Understandably, many contractors can be frustrated by the Request for Proposal (RFP) process to **bid** on U.S. **government contracts**. It's not surprising since ...

Searching "how to *deliver* a contract", however. . .

Google

how to deliver a government contract



**SORRY  
NO RESULTS  
FOUND.**

# Communication is the **Key** to Success (Examples)

- **Both Technologies were Innovative**
- **Both Technologies were State of the Art**
- **Only One Technology Moved into Production**
- **The Other Technology Program was Cancelled**

## **Effective Communication at All Levels**

- ✓ Program Office got behind the effort and assigned a high performing team of SMEs to ensure the effort stayed on track
- ✓ Technical Direction Agent, Technical Warrant Holder, and all supporting personnel at the Warfare Centers worked closely with the Small Businesses involved to keep the efforts on track
- ✓ Open sharing of all data/information
- ✓ Issues were resolved quickly in a productive fashion

**Result: Moved into Production**

## **Limited Communication**

- Lab and Contractor Only
  - Excited about New Approach
- Limited communication to HQ Program Manager
- Limited understanding of available help and technology across the Industry
  - Did Not Know what they did Not Know
- Underestimated new technology challenges
- Did not focus on reliability aspects
- Challenges transitioning to production

**Result: Cancelled Project**

# Production is Different

## Development

- Science
- Engineering
- Innovation
- Minimal People

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## Production

- Program Management
- Supply Management
- Cost Data
- Repeatability/Consistency
- More People

*Partnerships  
close the  
GAP*

Bridging the Gap with  
**Partnerships**

- Other Small Businesses
- Big Businesses
- Government

# PARTNERSHIPS

## *NAVAL Warfare Centers* *“Work for Private Parties”*

- Government Acquisitions Conflicted:
  - Cutting Edge Technologies vs Off the Shelf
- Technical Issues WILL arise → Government has expertise to help via PM or TDA
- All Naval Warfare Centers have unique Skills and Facilities
  - Great place to resolve unknowns
  - Cost effective
  - Teamwork Mentality – access to National Labs/UARCs

**DON'T LET PROBLEMS FESTER**



# SUBS = DANGER

## KNOW your Sub Vendors



**“Sum of the Subs”**  
Tolerance Stack up  
**Minor Changes bring  
Major Impact**  
**Subs must understand  
Final Product**

# SUMMARY

## *Keys to Success For Small Business*

- **Communications**
  - Know your Customer
  - Know Your Contract - know exactly what you are expected to deliver
  - Proactively Resolve Issues
- **Partnership** = Know who you can call when it gets tough
  - Watch Your SUBS - 80% of the Problems
  - The Program wants to work with you (Deputy Program Mgr=SB Advocate)
  - Root cause determination - "5 WHYS"
  - Government/Large Business Teaming

**Best Way to get more Business??  
Deliver on Current Contract**