



THOUGHTS OF THE ALCHEMIST

JUST because you can PLAN, does NOT make you a Bid Manager?

"I am a Financial Consultant", I have Microsoft Excel and I can count. "I am a Lawyer", I have read a book and been to court. "I am HR Specialist", I do not have time for people, and I like rules. "I am a Bid Manager", I have worked on a project and how hard can it be anyway?

Professions have qualifications and bars to entry. They have formal titles for which you need evidence to reach. They have career paths and certified professional bodies. Yet anyone can (and do) call themselves Bid Managers. It looks so easy. It is just an internal project that you need to manage. Well, even if it was only that, we Bid Managers are better at Project Management than Project Managers! We deliver on time, every time. How many projects do the same?

The problem is we are so good at the game of sales and yet so poor at selling ourselves. We allow our organisations to devalue us, we accept not having the career paths, the learning opportunities, even the respect that our colleagues get.

We do not put up a fuss when they move a group of people from where they are not wanted, into our team and taking the title. Yes, it happens. I have seen the presales team being the dumping ground for an organisations problem people. I have seen people called Bid Manager, not winning a deal in years, but its not their fault, they got the hard deals. Well let me tell you, all deals are easy, once you have won them, before that they are hard. That is how you know it is a bid.

If our job was to just manage the internal project, then I am not sure we would want to do it.

We need to have ability across the game, we need to be able to sell, we need to understand commercial, legal, and financial aspects. We must take the roles of those who are not up to it or we never get in our bid teams.

We must be creative and yet we need to keep everything on time and to budget. We need to be pragmatic and find the answers for the unknown and yet we need to be tenacious to get to the result.

We need to be the parent to those who need looking after, we need to stop fights and arguments, but we need the intensity and debate.

We are part of the top table and have a voice, yet we get our hands dirty, doing whatever it takes to win the deal.

We must embrace the governance and assurance, yet we must find a way of making it work within our time constraints.

We must be driven to win the deal, yet we must focus on winning a deal that is good for our organisation and need to stand up and pull the plug when this is not the case.

We are marvellous, and most people cannot do our jobs. It is just too much for them to think about.

Join the APMP and be amongst your kind, become active and lift the profession. Debate it in your organisations. Its time for our revolution.