



OST GLOBAL SOLUTIONS

Getting More Productive in Business Development

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This Mini-Course is for...

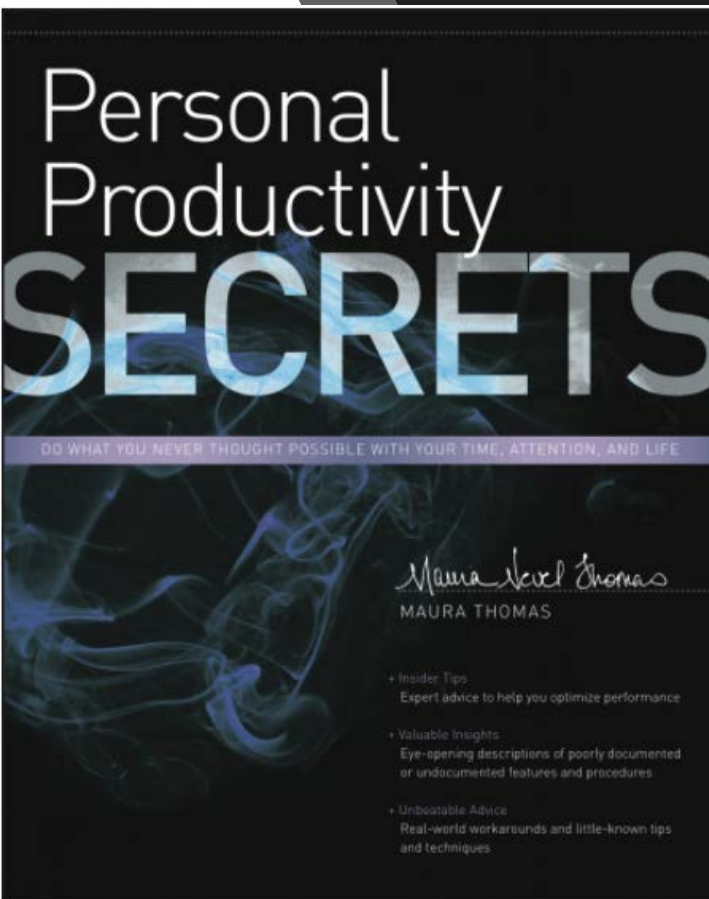
- **Busy business owners doing their own BD**
- **Small BD department, jack-of-all-trades who do everything from identifying opportunities to writing proposals**
- **Anybody else in the BD profession who gets overwhelmed at times**



Hard to Do it All with Limited Resources

- Imagine a busy train station and you are the only conductor
- Must move one train forward, get off, and then move another train forward, etc.
- Must do it until you win more to hire help to lighten your load

Productivity in Business Development (and in Life)



- **Maura Thomas: RegainYourTime.com**
- **Productivity means achieving or producing a *significant* amount of results**
- **YOU determine what “significant” means**
- **What kind of life you want to lead, and what kind of person and professional you get to be?**

What's on Your Plate as a Typical Business Developer?

- A few proposals, RFIs, pipeline tasks, personal tasks?
- May start out with clear to-dos, but respond to fire drills
- Incoming emails, colleagues hijack the day and put you in a reactive mode
- Overwhelm means freezing or spinning: “don’t” know where to start”
- Adult ADD, frustration, chronic procrastination, stress may result





Maura's Lion Syndrome

Time Management is Actually Attention Management

- **“My experience is what I agree to attend to. Only those items which I notice shape my mind.”
William James, The Principles of Psychology**
- **Recognize your attention is being stolen and take control**
- **Controlling attention means controlling your actions, which means controlling your life**

E N T I O N

Control Your Environment

- **Set boundaries about people access and honor them yourself**
- **Find a quiet place: work away from the war room if you can**
- **Empower staff to solve problems on their own**





Control Your Technology

- Don't use push notifications
- Set up time for email
- Use do not disturb feature (let the important numbers through)
- Put your phone away from the line of sight
- Set up a few times a day to process email after an initial check in the morning on your phone

Control Your Behavior

- Be fully present for every activity (no distractions in thought or action)
- Remove self-sabotage
 - Multitasking is cognitive switching
 - Multitasking is when you engage in more than one activity that requires the same part of your brain
- It decreases quality of outcomes – more likely to make mistakes
- More likely to miss important information and cues
- Less likely to retain information
- Ability declines with age; the more you do it, the worse you get
- Don't be unrealistic in what you will get done in one day



Resources for Productivity

- *More mini-courses coming in this series*
- **Maura Thomas' *Personal Productivity Secrets and Work Without Walls*: RegainYourTime.com**
- **GovCon Incubator mentoring to help you prioritize BD tasks: <https://ostglobalsolutions.com/govcon-incubator>**
- **Proposal procrastination flowchart to procrastinate in style: <https://ostglobalsolutions.com/proposal-procrastination-flowchart>**
- **Bid & Proposal Academy courses on *Writing Persuasive Federal Proposals* for faster and better writing techniques and *Advanced Capture Management* course to get content development checklists to speed up your work**

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