



BidProse

GOVCON CAPABILITY SCORECARD



Evaluate. Prioritize. Strengthen.
Build a GovCon operation that wins.



**A 10-MINUTE SELF-ASSESSMENT
THAT CAN DRIVE A YEAR OF
STRONGER RESULTS.**

YOUR ROADMAP TO STRONGER CAPABILITIES



CURRENT STATE

Assess your organization across 10 critical areas of GovCon capability.



PRIORITY GAPS

Identify your biggest gaps and areas impacting results.



RECOMMENDED ACTIONS

Get practical, targeted actions to strengthen what matters most.



90-DAY ROADMAP

Build momentum with a focused plan you can act on now.



**STRATEGY-FOCUSED.
PROCESS-DRIVEN.
RESULTS-ORIENTED.**



IMPORTANT NOTICE:

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How to Use This Scorecard

Rate each statement from 1 to 5 based on how consistently it describes your organization today—not how you intend to operate.

1	2	3	4	5
Rarely / not in place	Inconsistent	Partially defined	Consistent	Embedded / repeatable

Tip: If you are unsure between two scores, choose the lower one. The goal is to surface useful gaps, not maximize the score.

1. Strategy & Growth

Compete with greater focus.

#	Statement	1	2	3	4	5
1	We have defined priority markets, customers, and opportunity types that align with our capabilities and growth goals.	☐	☐	☐	☐	☐
2	We use clear criteria to decide which opportunities deserve time, resources, and leadership attention.	☐	☐	☐	☐	☐
3	Our pipeline is actively managed and reflects realistic priorities rather than a list of every possible opportunity.	☐	☐	☐	☐	☐

Category Score

___/15

2. Opportunity Qualification

Make better pursuit decisions.

#	Statement	1	2	3	4	5
1	We evaluate strategic fit, customer access, competition, capability, and probability of win before committing to a pursuit.	☐	☐	☐	☐	☐
2	Bid/no-bid decisions are documented, timely, and based on agreed criteria rather than intuition alone.	☐	☐	☐	☐	☐
3	We are willing to stop pursuing opportunities that no longer justify the investment.	☐	☐	☐	☐	☐

Category Score

___/15

3. Capture Excellence

Improve your position before the RFP.

#	Statement	1	2	3	4	5
1	Capture activity begins early enough to influence our understanding of the customer, competition, and solution.	☐	☐	☐	☐	☐
2	For priority pursuits, we have a documented capture plan with clear actions, owners, and milestones.	☐	☐	☐	☐	☐
3	Our win strategy, differentiators, proof points, and customer value are developed before proposal writing accelerates.	☐	☐	☐	☐	☐

Category Score ___/15

4. Proposal Planning & Compliance

Create structure before writing.

#	Statement	1	2	3	4	5
1	We translate solicitation instructions, requirements, and evaluation criteria into a clear compliance structure before drafting.	☐	☐	☐	☐	☐
2	Proposal roles, assignments, schedules, and review expectations are established at kickoff.	☐	☐	☐	☐	☐
3	Contributors know exactly what each section must accomplish and how it will be evaluated.	☐	☐	☐	☐	☐

Category Score ___/15

5. Technical & Management Responses

Make the approach easy to evaluate.

#	Statement	1	2	3	4	5
1	Our responses clearly connect requirements to methods, proof, risk reduction, and customer benefit.	☐	☐	☐	☐	☐
2	We avoid generic capability statements and substantiate important claims with evidence or relevant experience.	☐	☐	☐	☐	☐
3	Our narrative structure helps evaluators quickly find and validate the information needed to assess our approach.	☐	☐	☐	☐	☐
Category Score						___/15

6. Past Performance & Evidence

Use proof strategically.

#	Statement	1	2	3	4	5
1	We maintain current, reusable past performance information organized by customer, scope, outcomes, and relevance.	☐	☐	☐	☐	☐
2	We select examples based on relevance to the current requirement—not simply because they are recent or familiar.	☐	☐	☐	☐	☐
3	Our proof points and performance results are integrated into capture and proposal strategy.	☐	☐	☐	☐	☐
Category Score						___/15

7. Reviews & Quality

Review for score, not just grammar.

#	Statement	1	2	3	4	5
1	Our reviews have a defined purpose and criteria appropriate to the maturity of the draft.	☐	☐	☐	☐	☐
2	Reviewers assess compliance, strategy, clarity, evidence, and evaluator alignment—not only writing quality.	☐	☐	☐	☐	☐
3	Comments are prioritized, resolved, and tracked so reviews improve the proposal without creating unnecessary churn.	☐	☐	☐	☐	☐
Category Score						___/15

8. Tools, Templates & Reuse

Stop recreating the process.

#	Statement	1	2	3	4	5
1	Our team has practical templates, checklists, and workflows that are current and actually used.	☐	☐	☐	☐	☐
2	We maintain reusable content and know what can be reused, what must be updated, and who owns it.	☐	☐	☐	☐	☐
3	Our tools reduce startup time and improve consistency rather than adding unnecessary administrative burden.	☐	☐	☐	☐	☐
Category Score						___/15

9. Roles, Standards & Team Capability

Build capability inside the organization.

#	Statement	1	2	3	4	5
1	BD, capture, proposal, SME, reviewer, and leadership roles are understood and consistently applied.	☐	☐	☐	☐	☐
2	Our team has shared standards for what good capture, proposal development, and review execution look like.	☐	☐	☐	☐	☐
3	We intentionally build staff capability through training, coaching, examples, and practical application.	☐	☐	☐	☐	☐
Category Score						___/15

10. Lessons Learned & Continuous Improvement

Make the next pursuit stronger.

#	Statement	1	2	3	4	5
1	We conduct useful debriefs or lessons-learned reviews after major pursuits and capture actionable findings.	☐	☐	☐	☐	☐
2	Lessons lead to updates in processes, tools, content, training, or decision-making—not just meeting notes.	☐	☐	☐	☐	☐
3	We can point to specific ways prior pursuits have improved how we approach current opportunities.	☐	☐	☐	☐	☐
Category Score						___/15

Your GovCon Capability Score

Add your ten category scores. Your total score can range from 30 to 150.

Capability Area	Score	Priority?
Strategy & Growth	___ / 15	☐
Opportunity Qualification	___ / 15	☐
Capture Excellence	___ / 15	☐
Proposal Planning & Compliance	___ / 15	☐
Technical & Management Responses	___ / 15	☐
Past Performance & Evidence	___ / 15	☐
Reviews & Quality	___ / 15	☐
Tools, Templates & Reuse	___ / 15	☐
Roles, Standards & Team Capability	___ / 15	☐
Lessons Learned & Continuous Improvement	___ / 15	☐

TOTAL SCORE: ____ / 150

What Your Score Suggests

30–59	REACTIVE	Core practices are largely informal or inconsistent. Prioritize foundational decisions, roles, and repeatable processes.
60–89	DEVELOPING	Several practices exist, but they may depend on individuals or vary by pursuit. Focus on consistency and shared standards.
90–119	STRUCTURED	Many core capabilities are defined and repeatable. Target the lowest-scoring areas to reduce friction and strengthen integration.
120–139	INTEGRATED	Your organization demonstrates strong discipline across most areas. Focus on cross-functional alignment, reuse, and continuous improvement.
140–150	HIGH CAPABILITY	Capabilities are broadly embedded and repeatable. Continue challenging assumptions, measuring effectiveness, and refining the operating model.

Your Three Priority Actions

Choose the three capability areas that would have the greatest impact if improved in the next 90 days. Do not automatically choose the three lowest scores; consider business importance, upcoming pursuits, and leadership priorities.

Priority 1

Capability area	
Why this matters now	
First action to take	

Priority 2

Capability area	
Why this matters now	
First action to take	

Priority 3

Capability area	
Why this matters now	
First action to take	

Your Score Is a Starting Point—Not the Diagnosis.

This free scorecard is designed to help you surface patterns and decide where to look more closely. A self-score cannot determine root causes, evaluate the quality of your existing processes and tools, or decide which improvements will create the greatest business impact.

READY TO GO DEEPER?

GovCon Capability Assessment

A tailored assessment of your current state, priority gaps, recommended actions, and 90-day roadmap.

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