

STRATEGIC WRITING IN RFPs

How Structure Drives Success

When Structure is Missing, Writing Doesn't stand a Chance.

That's the truth no one wants to admit – Especially under pressure.

Structure Through Process Management

Creating structure through process management gives the writer the tools they need to actually do their work. Many believe that process limits creativity or individuality, but the opposite is true. It provides freedom.

RFP writers constantly fight for information, fight for time, and fight for space to create. And when we step back and examine how the work actually gets done, we usually find chaos. Repeated emails asking for references. Multiple messages requesting technical specs. Writers chasing down old proposals that might have something—anything—they can use to draft a coherent response. Then come the frantic scrambles for forms, resumes, certifications, and compliance attachments. Who owns these? Where are they stored? What's the most recent version?

These questions aren't unique. They repeat themselves in nearly every response—unless structure and process management are in place.

By the time a proposal writer gets tagged in, the damage is already done. Timelines are fuzzy. Requirements are scattered. The team is hoping someone can "just write it up." But in most cases, the writing doesn't fall apart because of skill — it falls apart because the structure isn't there to support it.

Process Creates Freedom

After Discovery, we move into process development to align how information is shared, tasks are managed, and approvals flow. It's not about control — it's about clarity. When a writer knows exactly where things are and what to expect, their work gets faster, cleaner, and significantly less painful.

There's no single way to do it. But the right questions unlock the right structure:

- How do we make the current work viewable to everyone on the team?
- How do we share critical information without chasing email threads?
- How do we name things so we can find them again — fast?

The goal is simple: create a system that supports the writer instead of sending them into chaos. The structure is tailored to the team and the type of work being done. But the outcome is consistent: faster drafts, stronger alignment, and dramatically less stress.

Writing is output. Structure is alignment.

A good system allows a team to containerize a project from start to finish — with the kind of organization that makes the next response exponentially easier. Instead of recreating the wheel, the team builds a replicable, adaptable foundation. Even contract management, version control, and executive review are handled with less friction. The time saved often exceeds 50%. The stress saved? Even more.

Systems Evolve with People

Structure isn't static. It adapts with the team.

Here's a simple example.

A Director needed a high-level view of every project. He preferred visuals. Lists frustrated him. Reading detailed comments slowed him down. The Writer he worked with? Completely different. Focused. Detail-oriented. Worked in bullet points. Wanted everything mapped.

How do these two communicate effectively?

In this case, we built a Kanban board. It let the Director quickly view all projects by phase without diving into long threads or documents. When he wanted detail, he clicked into the task and read. The Writer still had their structured framework, but now the visibility matched the leadership style. The tension disappeared — because the system adapted to how people actually worked.

That's the power of structure done right: it didn't just support them — it evolved with them. And that's what made it work.

What Good Looks Like

A fast-growing SMB was used to sprinting. They were good at the work. But every proposal became a last-minute scramble—fragmented files, lost versions, rushed formatting, inconsistent resumes. Their team didn't need better writers. They needed a better structure.

We implemented a light process framework and built the structure around them: folder systems, review flows, reusable templates, even naming conventions. Suddenly, writing wasn't stressful. It was clear. The same people, same skill sets — but the outcomes were wildly better.

On the other end of the spectrum, an enterprise team came in with technical experts and existing content — but no single system to manage it. Every response required reinterpreting old drafts, hunting for the “clean” version, or reinventing the executive summary. Once we implemented a repeatable writing structure tied to their sales and delivery rhythms, the results shifted. Faster internal drafts. Higher consistency. Better win themes. Less stress across the board.

In both cases, the shift wasn't the words. It was the structure.

Stop Treating Structure Like an Afterthought

Good writing can't fix a broken process. And it shouldn't have to.

If the writing feels slow, heavy, or scattered — start upstream. Look at the structure behind it. The handoff. The clarity. The rhythm. Because that's where writing either gains power... or collapses under its own weight.