

# CASE STUDY

This case study covers a strategic project to support the evolution of a Bid function within a growing technology Consultancy.

## Our Client



Our client is a challenger ERP Advisory Consultancy established within the last 3 years. As their footprint has grown, their opportunity to participate in larger bid exercises has grown to leading capacity, prioritisation and collateral challenges.

## The Problem



As a by product of growth and delivery success, our client has rapidly gained traction in the ERP Consultancy market. This has opened doors to larger, more complex, and time-intensive opportunities.

Previously, smaller bids could be created and submitted by a subject matter expert with minimal collaboration, repeatable collateral, or formal sign-off. However, as bid complexity has increased, so too has the need for a structured process, a central repository of bid collateral, and the development of bid owners' capabilities, collaborative mindset, and communication confidence.



## Our Solution



Our first task was to assess current bid management and delivery practices. Through direct observations and stakeholder interviews, we built a clear picture of existing processes.

A Team Effectiveness Model was developed to identify areas of process efficiency and inefficiency. This informed a short *Art of the Possible* workshop, designed to refine a future way of working aligned with customer expectations.

A targeted change and adoption exercise was conducted using ADKAR principles, supported by learning and development materials and interactive sessions.

To establish more efficient working practices, a prioritisation framework was introduced. This highlighted the need for a centralised repository of bid collateral, leading to the design and implementation of a *Centre of Excellence*, built within Teams for easy access and collaboration.

# The Outcomes



Bid timeframes reduced by an average of 3 days per exercise.



Employee engagement and satisfaction increased by 100%



"No-Bid" instances reduced by 12%.



Win ratio increased by 7%.

# Our Client Says:

"Getting more out of our sales pipeline and being more efficient with our execution is essential for us as a small but growing organisation. We stand and fall on the quality of our submissions, and I'm pleased to say the work completed by Matt and Thrive has certainly improved our ways of working and ultimately our customer success. "

(Commercial Director)

"It was great to engage in this project, given the importance of a successful Bid Development structure on the short-, medium- and long-term fortunes of our client. I'm confident we have collaborated to design a brilliant process that will continue to secure business wins "

(Matt Gascoigne)

Focusing on your most important asset, your people, is essential but often overshadowed as customer or revenue challenges are prioritised. At Thrive we help you reconnect with your employees. We strengthen your team, tools, working methods, and confidence. When you're prepared, we return control to you and continue to support you on your journey forward.

To discuss further contact:

**Matt Gascoigne:** 07894 005 551

matt.gascoigne@thriveconsultants.co.uk

**Adam Elliott:** 07930 353 097

adam.elliott@thriveconsultants.co.uk

[www.thriveconsultants.co.uk](http://www.thriveconsultants.co.uk)