GO STRATEGIES, LLC

WHAT WE’RE ALL ABOUT

GO Strategies, LLC exists to make everything about doing business easier. Everything. Easier. Just because you’ve “always done it that way,” doesn’t mean it will hold water tomorrow. A changing world means a wealth of opportunities await. We must adapt, differentiate, and compete in a world that’s full of contradictions – rigid and dynamic, risk averse and innovative, creative and just-get-it-built. GO supports architecture, engineering, and construction firms with professional services every step of the way towards winning work. From strategic planning and identifying markets and clients, to winning signature pursuits and developing a sustainable organizational culture, GO Strategies works with you to develop your processes and strategies.

STRATEGIC PLANNING

Good strategic planning is fundamental for making business easier. GO helps your company figure out the best path forward for you. Nothing is one-size-fits all; every firm’s process and plan is developed to fit you. We audit your leadership team’s readiness, analyze your current reality, explore with you your hopes and dreams, and collaboratively create a plan that is tangible, meaningful, and above all – usable. And we follow-up with a series of check-ups to help you keep the plan on track.

SIGNATURE PURSUIT MANAGEMENT

When your BD process is generating good, qualified leads, GO is here to help with strategic pursuit management. In an increasingly commoditized and competitive A/E/C market, differentiators are hard to identify. Often, it comes down to how well you know the client (relationship) and how much you understand about the project details in advance of the RFP. A thoughtful, creative capture plan keeps your team on track in those valuable months leading up to an RFP release. Besides positioning your team with the client, strong pursuit management helps you dig into key issues, effectively evaluate your expertise and experience, build the perfect team, and clearly understand any roadblocks and potential solutions.

INTERVIEW/PRESENTATION PREPARATION

Content, chemistry, and delivery all matter during in-person presentations. Winning teams nail the interview by connecting with the audience, drawing upon their innate strengths, and demonstrating a cohesive, personable team dynamic. GO helps presenters to get out of their own way, to focus on what is truly important, and to prepare for whatever a selection committee or audience might throw their way. Whether the presentation is the last or first impression, GO helps your team stand out and stay top of mind.
FUNCTIONAL BUSINESS DEVELOPMENT TRAINING
GO offers seller/doer training for every step of the BD process, packaged for the way your company and your team work best. Workshops are tailored for your changing clients and marketplace. The learning is structured to engage and inspire your talent. Training is interactive and builds on what you know. Small groups of seller/doers, marketers, and leaders actively participate, owning the results. Working from a basic five-step BD process, GO offers multiple programs relative to each step. These programs are customized to fit your team’s ability to function well. Training sessions include follow-up check-ins to assess participant implementation, helping them get over stumbling blocks, and growing their BD expertise.

DYNAMIC WORKPLACES™
We spend more time at work than on almost any other pursuit in life. A/E/C leaders ask a lot of themselves and their employees and are increasingly challenged to stay engaged and focused. GO helps examine the root causes of disengagement and rigidity and works with your firm to create a dynamic workplace that can weather changes in the market, workforce, and leadership. Our approach builds strong internal relationships and meaningful connections and puts strategies in place that bring reproducible results. If you’re concerned about retention, recruitment, engagement, and company culture, we can help you navigate to solutions tailored to your circumstances. We don’t offer bandages; we help you build action plans that are important to your firm and implementable over the long-term.

AND MORE...
Our backgrounds are steeped in BD and marketing, both internal and external, and we can cover the entire gamut of those skills. We help with proposal messaging, storyboarding, red team reviews, and interview preparation. GO performs BD and marketing audits – checks on your current systems and processes and works with you to make recommendations that make meaningful change. We do one-on-one coaching for those seller/doers who need more than a plan to be successful at winning work and maintaining great client relationships. We turn the same skills inward, helping with your company communications, employee engagement, retention, and culture. In general, if has to do with winning work, building your portfolio, and a creating strong company, GO is here to help.