



Cherrill Consulting Group (CCG)

Capabilities Overview

Value Proposition



FIND more actionable intelligence in the noise



FOCUS more energy on strategic outcomes



WIN more high-value growth opportunities



DELIVER more predictable bottom-line results

CCG applies systems thinking, processes, and tools to solve our Clients' toughest business intelligence, strategy design, capture pipeline, and portfolio management challenges

Service Lanes

INTELLIGENCE | STRATEGY | CAPTURE | EXECUTION

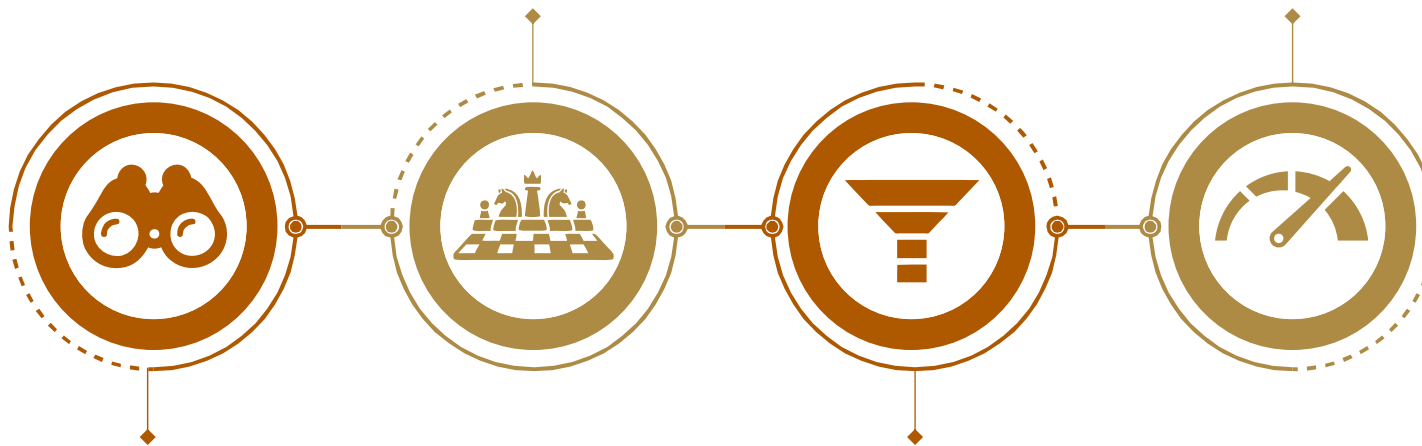


STRATEGY

- › Strategy Design and Deployment
- › Business Model Design and Simulation
- › Enterprise Strategy Management

EXECUTION

- › Portfolio Design and Implementation
- › Business Process Reengineering
- › High-Velocity Productivity Transformation
- › Enterprise Portfolio Management



INTELLIGENCE

- › Market Analysis and Segmentation
- › Customer and Competitive Intelligence
- › Opportunity Identification and Qualification

CAPTURE

- › Opportunity Creation and Capture
- › Proposal Writing and Reviewing
- › Price-to-Win Analysis and Wargaming
- › Enterprise Pipeline Management

CCG designs and executes individually-tailored Client engagements that achieve measurable and sustainable improvements from their current states

Satisfied Clients



Clients choose CCG for our multidisciplinary strategic and tactical expertise



On-Demand
Expert Teams



High-Velocity
Engagements



Mission Area
Exclusivity



“Winner-Take-All”
Competitive Focus

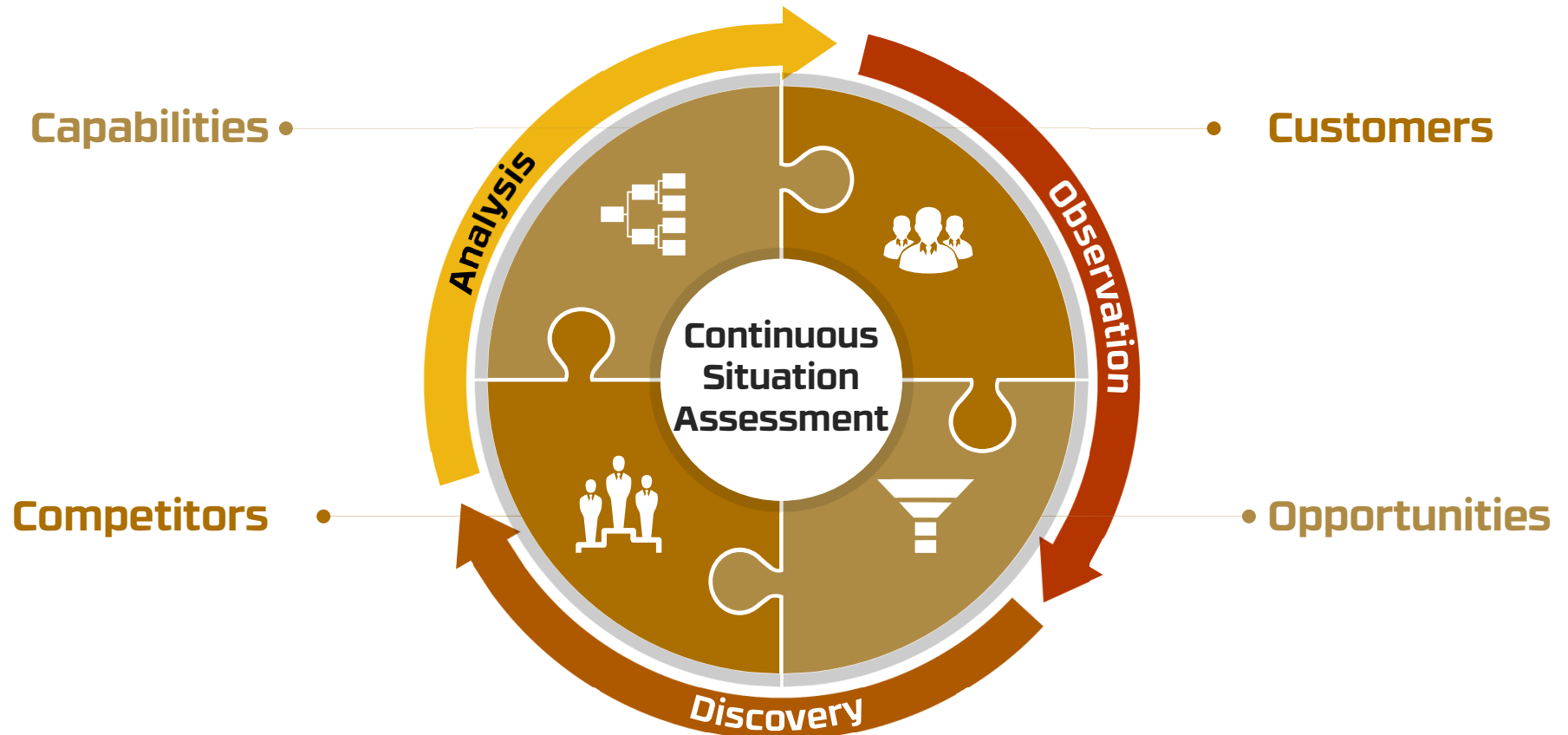
Business Intelligence

Business Development Excellence (BDX) Framework



Intelligence Management

The continuous, closed-loop process of observation, discovery, and analysis of **customers**, **opportunities**, **competitors**, and **capabilities** to maximize situational awareness



CCG adheres to strict legal and ethical practices in intelligence collection and preserves Client and Source confidentiality at all times

Strategy Design

Strategy Design Excellence (SDX) Framework

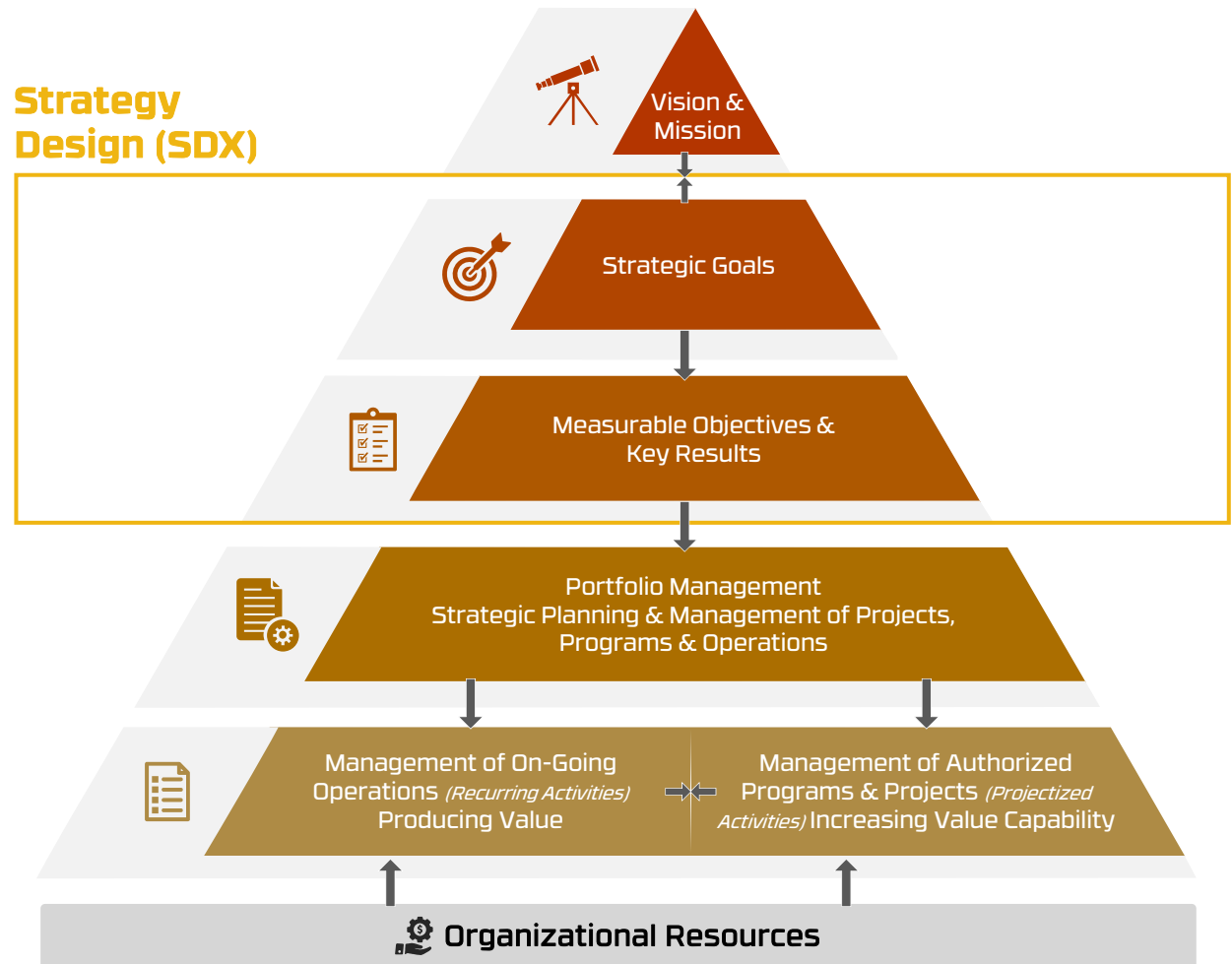


Strategy Management

The translation of strategic goals, organizational capabilities, and comprehensive situational awareness into **coherent policy** & **coordinated action plans** to achieve measurable Objectives and Key Results



Strategy Design (SDX)



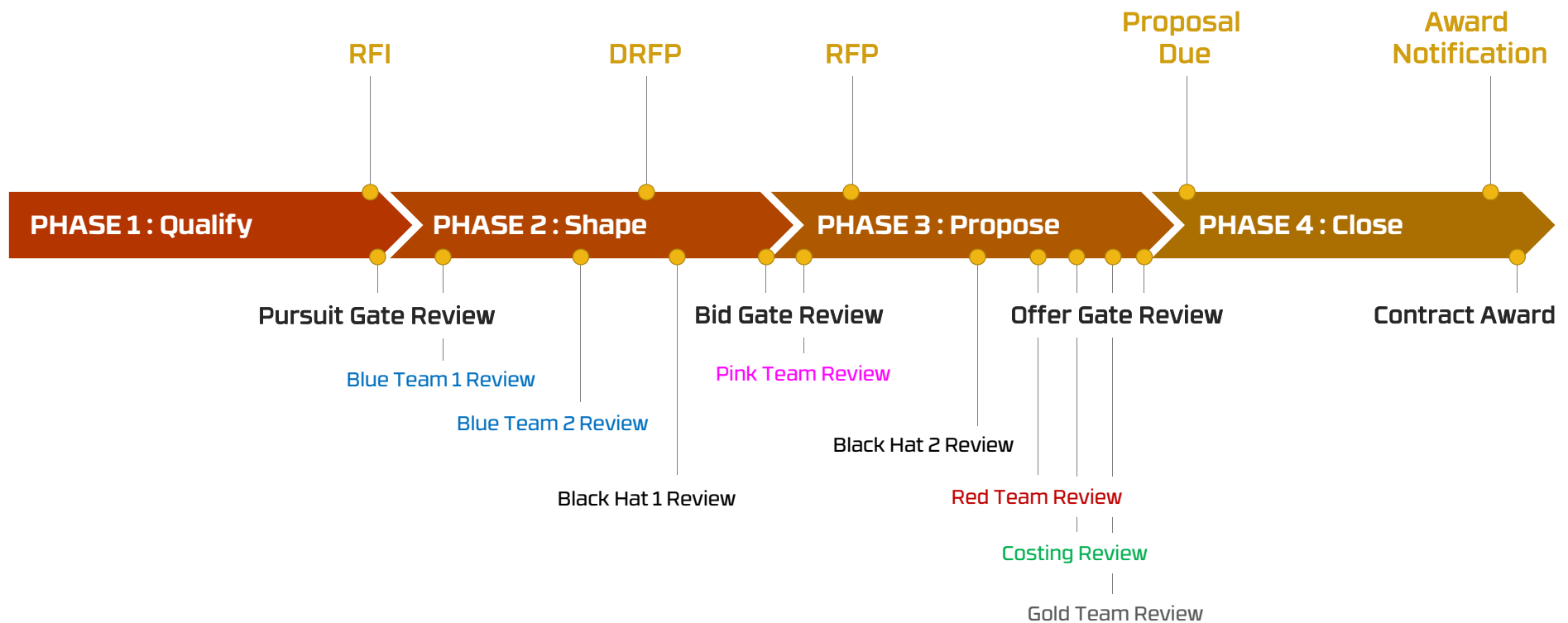
Capture Pipeline

Capture Management Excellence (CMX) Framework



Capture Management

The continuous **situation assessment**, **win strategy development**, and **coordinated action plan execution** to maximize win probability (pWin) between pursuit decision and contract award



CCG offers an integrated and visual Opportunity Pipeline Management System (OPMS) that is quick to deploy, intuitive to use, and transformational in effect

Portfolio Management

Portfolio Management Excellence (PMX) Framework



Portfolio Management

The continuous **strategic management**, **governance**, **performance management**, **communications**, and **risk management** to translate Organizational Goals and Objectives into predictable Results



Transformation

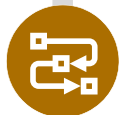
Implementation Methodology



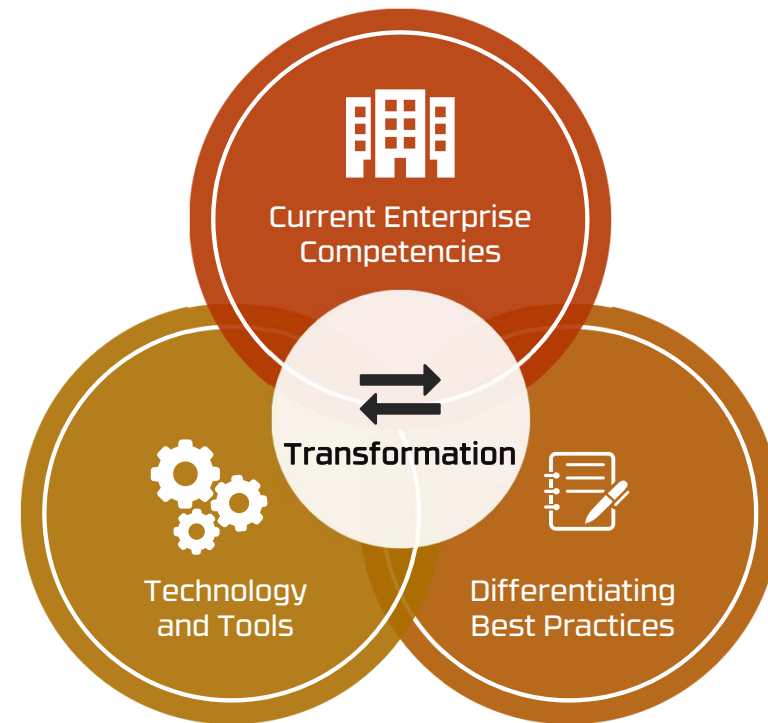
Identify proximate and achievable transformation states



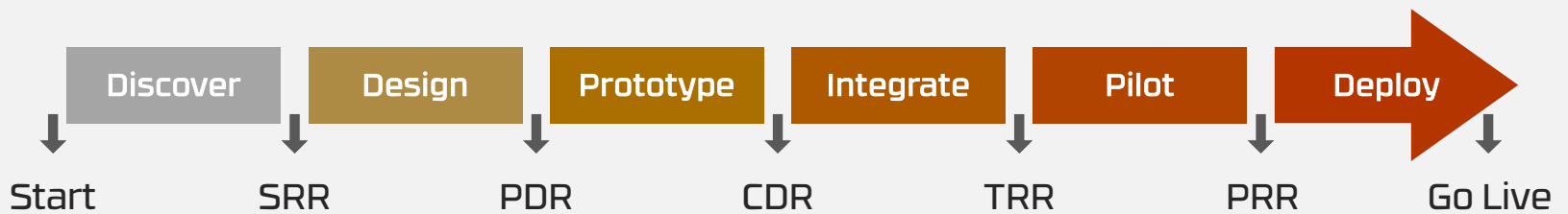
Develop and execute the transformation roadmap



Consolidate new competencies into cultural and operational norms



Implementation



Summary

ENTERPRISE GUIDANCE, NAVIGATION, AND CONTROL™

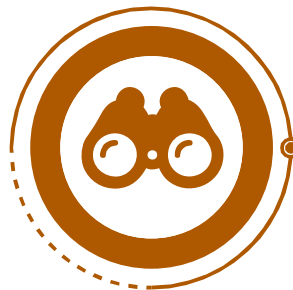


 Let us partner together to

Design the **GUIDANCE** objectives that define your over-the-horizon target conditions for success

Identify the **NAVIGATION** markers and waypoints that measure and assess whether you are on track to hit your targets

Engineer the robust feedback **CONTROL** processes to stay on course amidst competitive threats, disturbances, and uncertainty



INTELLIGENCE



STRATEGY



CAPTURE



EXECUTION