

Developing Winning Proposals: A Résumé Preparation Checklist

Contributed by Frank Stasiowski, FAIA, excerpted and adapted from the *Architect's Essentials of Winning Proposals*
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SUMMARY

The team résumé is a critical aspect of developing a winning proposal. Résumés that effectively highlight the specialized skills and accomplishments that team members bring to specific positions on particular projects can convince your clients that your team is the best fit for the job. Well-written résumés keep the needs of the specific project in mind and include five key elements: an introduction, project anecdotes, testimonials, references, and a conclusion.

ELEMENTS OF THE RÉSUMÉ

Résumés of project team members are an important element of a good proposal. The purpose of the résumés is to convince the client that your team is exactly the right team for the job. Clients are less interested in a catalog of each team member's experience than in the capabilities the individual brings to the project. Limit all résumés to a single page, and make sure all team résumés are approximately the same length. A good résumé has five basic components:

Introduction

- Describe the individual's recent relevant experience in a few sentences.

Project Anecdotes

- Tell a story about a recent relevant project that offers insight into the team member's capabilities, character, work habits, and experience.

Testimonials

- Include a testimonial from a recent past client, preferably one that highlights the specific ways in which the individual contributed to the success of the project.

References

- Insert client references directly into the résumés, to make the client connection

immediate. Explain briefly why each person should be contacted.

Conclusion

- Summarize the individual's suitability for this position on this project, noting his or her availability.

TAILORING THE RÉSUMÉ

As you prepare proposal résumés, the following checklist may help you to keep the needs of the specific project foremost in mind:

- Is the individual appropriate, qualified, and available for the proposed position on this project?
- Are the team member's skills clearly described?
- Are previous challenges that the individual has successfully met highlighted along with achievements that demonstrate the individual's capabilities and technical competence to perform well in this role on this project?
- Are relevant projects listed or described, with explanations of their relevance?
- Does the résumé include value-added services provided on previous projects (i.e., cost savings, process innovations, or management techniques)?
- Does the résumé show the individual's attributes as a team player?
- Review the résumé: Can you identify three reasons why this individual is the preferred candidate for this position, assuming your competition has the same technical skills?

ABOUT THE CONTRIBUTOR

Frank Stasiowski, FAIA, is founder and president of PSMJ Resources. Stasiowski is a consultant to the building and design industry and the author of numerous books and publications about management.

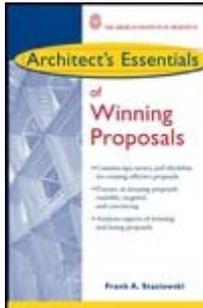
RESOURCES

More Best Practices

The following AIA Best Practices provide additional information related to this topic:

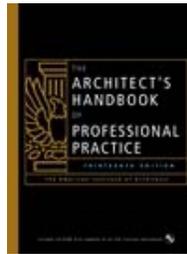
- 05.03.01 Developing Winning Proposals: A Pre-proposal Checklist
- 05.03.03 Developing Winning Proposals: The Final Check
- 06.02.01 The Go/No-Go Decision From a Risk Management Perspective

For More Information on This Topic



This article is excerpted and adapted from *Architect's Essentials of Winning Proposals*, by Frank Stasiowski, FAIA. Written by a leading expert in the field, this valuable resource presents a complete, organized approach to writing, designing, and presenting proposals that grab clients' attention, stand out from the crowd, and win contracts.

See also "Seeking the Project," by Howard J. Wolff, *The Architect's Handbook of Professional Practice*, 13th edition, Chapter 7, page 155.



See also the 14th edition of the *Handbook*, which can be ordered from the AIA Bookstore by calling 800-242-3837 (option 4) or by email at bookstore@aia.org.



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