Authentic Presence & Presentation Skill Program – Day 5 Final Presentation

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Authentic Brand Statement

I am an **Executive CFO** who strives to improve Financial Performance, capitalizing on **Opportunities/Risk Management** and lean process **improvements.**

I give this by guidance through **direction and support** with a down to earth, approachable, **genuine, understanding** of team dynamics and individual contributors.

Authentic Presence Qualities (APQ)

- Clarity
- Confidence

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Audience Description

- **Meeting: New Business “GO, No-Go”**
- **Key Decision Makers: BGS-G VP Director and BGS-G CFO**
- **5-10 attendees in person/Webex**
- **Style Assessment: Point Planner and Point Party**

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Attention-Getting Opening

Growth Opportunity



Big Step = Big Growth

$10-12B of Revenue over 10 years

We have proven we can do this!

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Executive Summary

Purpose:

- Need “Go, No-Go” decision for SOF-GLSS competitive proposal

Value Proposition:

- Grow Portfolio Revenue 2X

Desired Outcome:

- Recommend approval to proceed with $2M New Business Funds

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Agenda

- Portfolio Growth Opportunity
- Demonstrated Performance
- Challenges
- Competitive Advantage
- Recommendation

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Portfolio Growth Opportunity:

"H" = Highlight the Point
"O" = OK, So What
"R" = Relevant Information
"E" = Ease to Next Point

- **SOF "depot" /GOCO site in Lexington, KY**
  - Maintenance & Modifications
  - Total Supply Chain Services
  - Infrastructure Support
- **The GLSS prime is the #1 contractor to USSOCOM**
- **Revenue = $10-12B over 10 year, 7% ROS**
- **More than doubles Portfolio Revenue from $0.8B to $2B annually**

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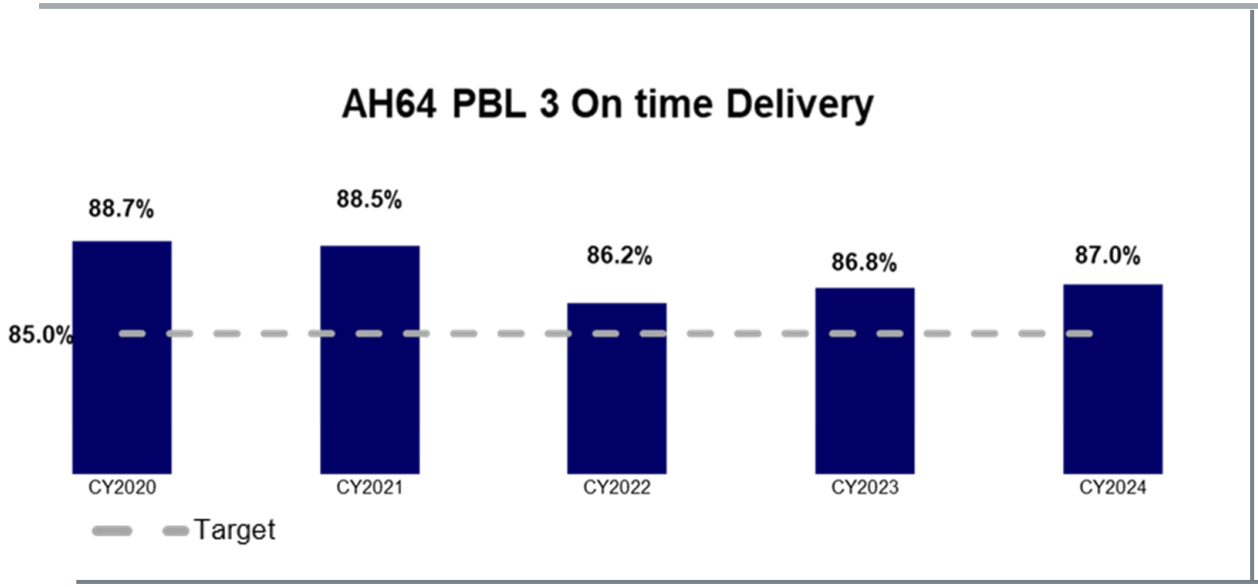
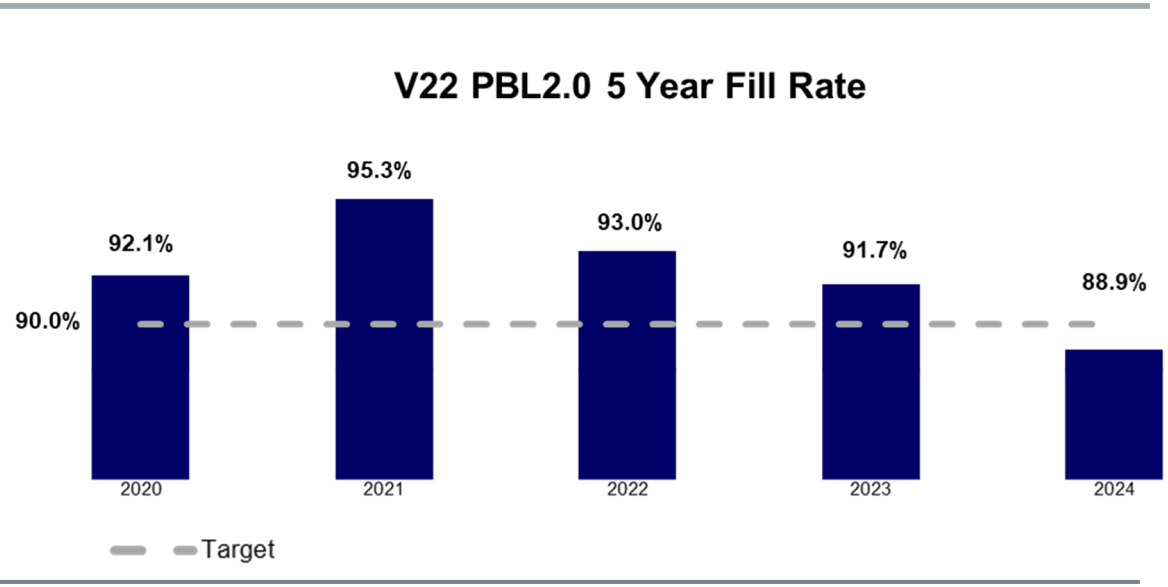
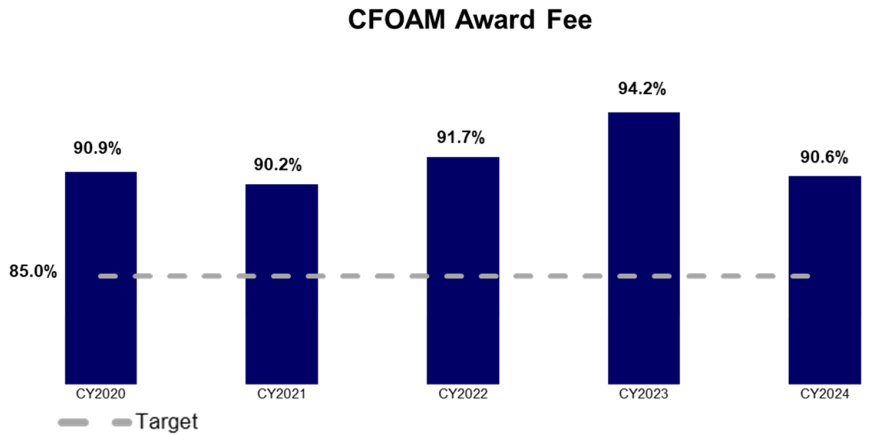
"H" = Highlight the Point

Demonstrated Performance







Performance better than target

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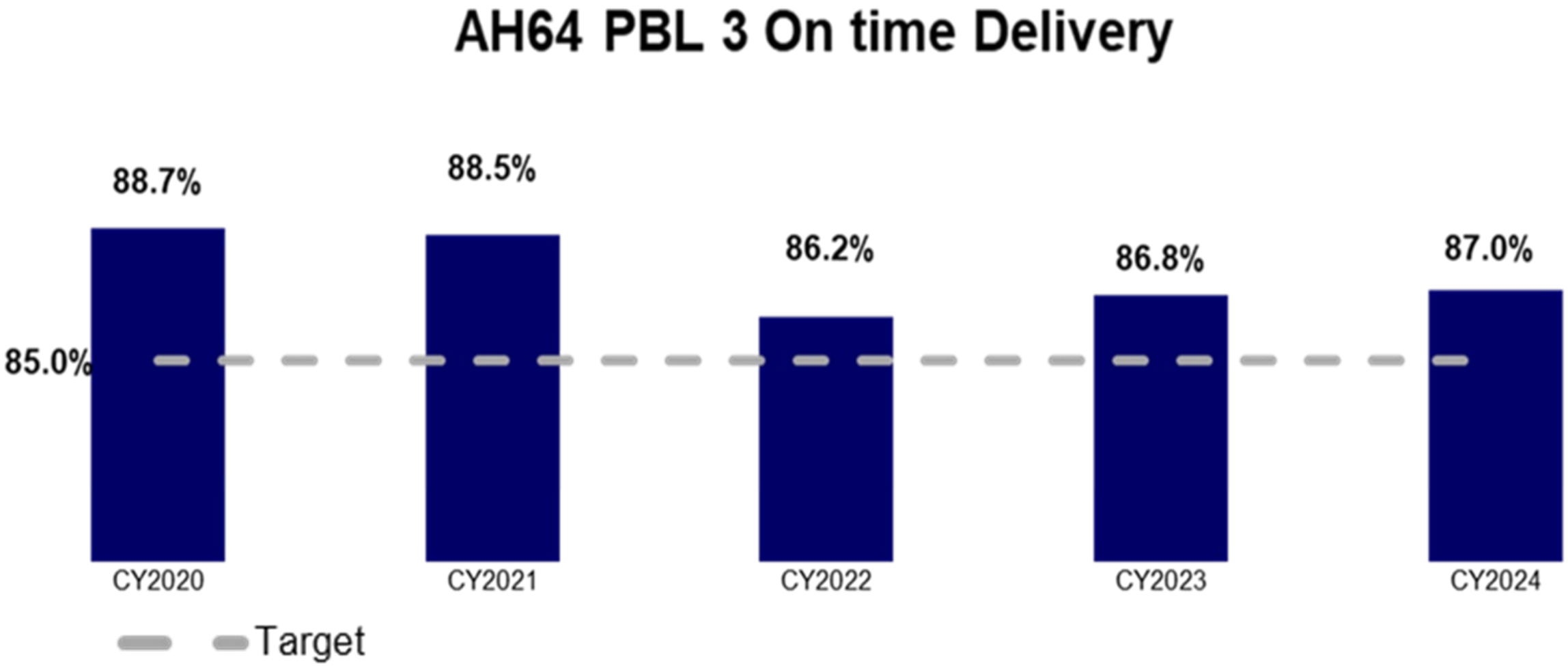
Demonstrated Performance

"O" = OK, So What
"R" = Relevant Information



Performance better than target

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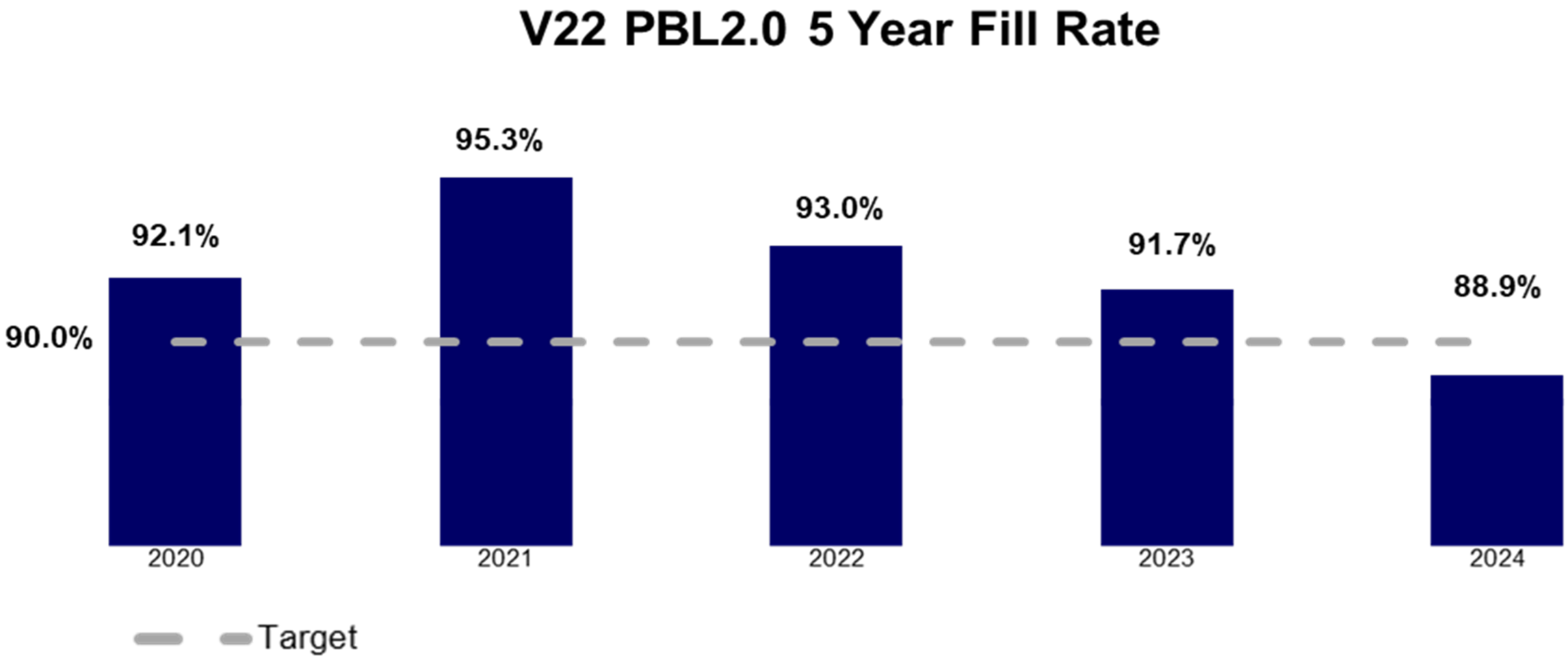
Demonstrated Performance

"O" = OK, So What
"R" = Relevant Information



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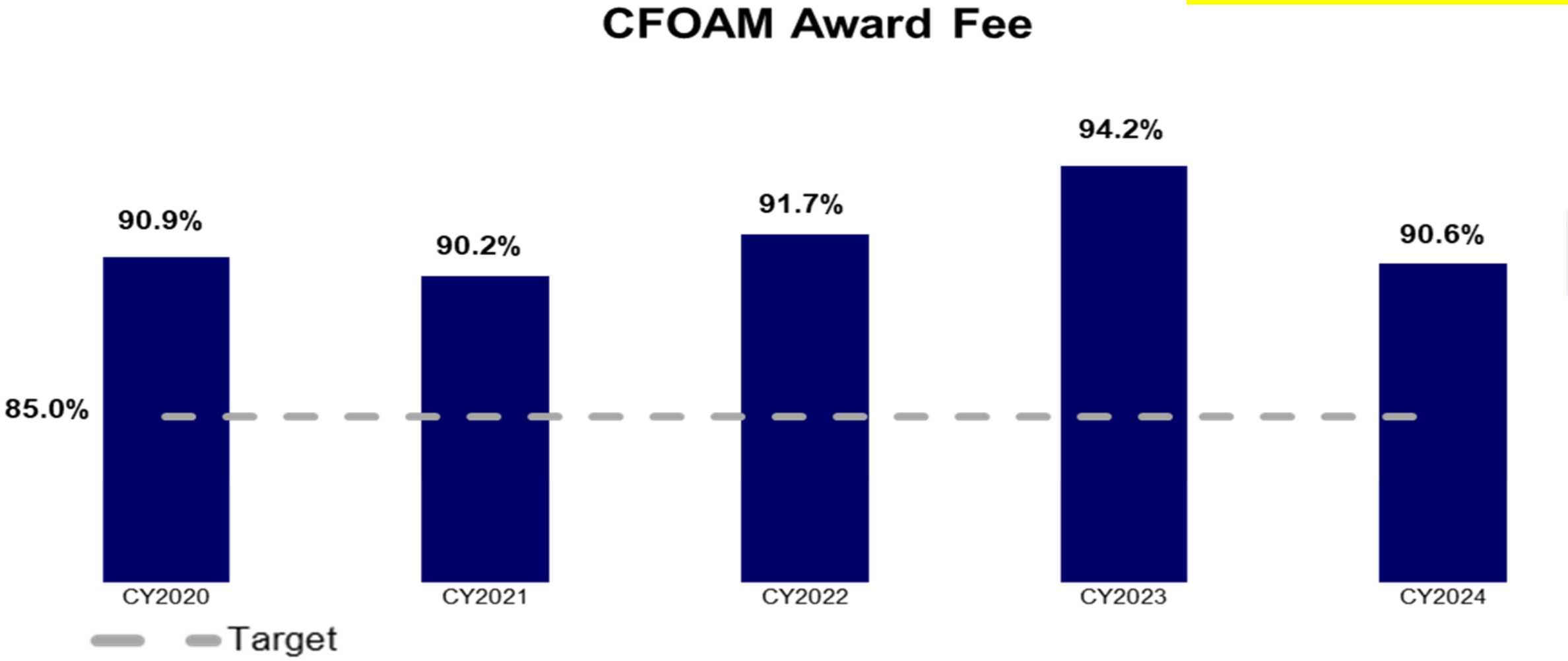
Demonstrated Performance

"O" = OK, So What
"R" = Relevant Information
“S” = Summarize the Point
“E” = Ease to Next Point



Performance better than target

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Challenges

"H" = Highlight the Point
"O" = OK, So What
"R" = Relevant Information
“E” = Ease to Next Point

- **Difficult to unseat incumbent**
- **Labor support ~3,500 employees**
  - Badge Flip
  - Staffing ramp-up
- **Utilize C2 Low-Cost Labor rate**
  - Base increase may drive G&A increase

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Competitive Advantage

"H" = Highlight the Point
"O" = OK, So What
"R" = Relevant Information
“E” = Ease to Finish Strong

- **Next Generation Product Support**
- **Strategic Boeing Logistic Sites close to the “fight”**
  - Boeing Global footprint
- **Leverage the full power of Boeing Global Services**
- **Proven track record supporting Infrastructure Services and Logistic Contracts**

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Finish Strong Close

Recommendation



Big Step = Big Growth

Recommend Approval of $2M New Business Funds

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