Use Proposal Reviews to Provide Feedback, Address Common Problems

Types of Reviews

Review Type	Problem Addressed
Blue Team reviews initial capture plan with focus on win strategy	Overarching strategy is not agreed upon before proposal development
Black Hat Team predicts competitors' solutions to help inform proposal strategy	Teams write proposals without considering how to distinguish themselves from competitors
Pink Team reviews outline or early sections to check pre-writing strategy and identify lingering gaps	Teams draft full proposals without first ensuring their writing strategy is sound
Green Team reviews budgets and pricing	Budgets for L&C proposals are highly complex and often involve cost-sharing and matching funds
Red Team reviews fully drafted proposal to simulate the funder evaluation process	Teams overlook shortcomings and biases by failing to assess proposals from an outsider perspective
Gold Team reviews and approves final proposal	Feedback and edits from red team review are not implemented before submission
White Glove reviews final proposal to identify imperfections in formatting, graphics, printing	Teams and reviewers focus more on content than aesthetics, so submissions still have simple visual errors

Pink Team

Lessons Learned:

- ✓ *Do not wait for full draft—pull forward strategy conversations*
- ✓ *Include range of experts (e.g., technical, proposal, management)*

Red Team

Lessons Learned:

- ✓ *Establish incentives for reviewers*
- ✓ *Weigh pros and cons of standing versus ad hoc review committees*
- ✓ *Consider potential conflicts of interest*
- ✓ *Facilitate feedback sessions post-review*