

An aerial view of a city skyline, likely Philadelphia, with a blue overlay. The image shows various skyscrapers and buildings, including the Independence Hall clock tower on the right. The text is overlaid on the left side of the image.

Workshop: Drafting Your RFP's Problem Statement

January 18, 2023

Let's warm up that chat box...

...shout out a Fellowship colleague (on your team or another) that you have learned something from recently!

- The program will begin shortly
- Please turn on your video
- Please mute your microphone
- You are welcome to use the chat box for discussions or questions throughout the session!
- Please rename your screen to
 - “Name, Preferred Pronouns, State, City/County”
 - *Example: **Ben Affleck, He/Him, Boston, MA***

GOALS OF TODAY'S SESSION:

Understand how to **communicate the problem** you want to solve to potential bidders and clearly **articulate what a successful outcome** looks like, especially as it connects to your jurisdiction's overall goals.

Draft a problem statement and at least **three key goals** for your RFP, to help your proposers understand what you view as a **successful outcome** from the resulting contract.

Using Harvard GPL's Guidebook for Creating a Results-Driven RFP

[Module 3: Writing Problem Statements & Goals](#)

WHAT IS A PROBLEM STATEMENT?

- Begins an RFP
- Effectively communicates the challenge you are facing
- Addresses the need for a product or service
- Sets the tone for a procurement focused on results

GOOD PROBLEM STATEMENTS

1. Connect the department's priorities to a clear and specific outcome goal.
2. Clearly explain how where you are today differs from where you want to be.
3. Quantify key variables related to where you are today and where you want to be.
4. Include descriptions of end-users or the service population and clarifies their needs.
5. Focused enough to be actionable.
6. As neutral as possible about possible problem diagnosis or solutions.

GOALS ARE IMPORTANT TO DEFINE IN YOUR RFP

- Allow you to define what success looks like.
- Your goal is the outcome you hope to achieve from that service. It is NOT to finalize the contract or get the lowest price.

GOOD GOALS

1. Relate to outcomes rather than inputs, outputs, or processes.
2. Lend themselves to quantification.
3. Focused enough to narrow the range of possible responses or interventions, and are actionable and realistic.
4. Broad enough to encompass the impact you want to have on residents/beneficiaries and allow room for operational innovation by focusing on the “what” instead of the “how.”

Test Your Expertise!

- Three polls will pop up with a problem or goal statement that could be improved.
- Please choose the answer option that you think represents the **best** choice for a new and improved statement.



Workshopping

WORKSHOPPING SEGMENTS

- Two sections within your breakout time:
 - Problem Statement Drafting & Iteration
 - Goals Drafting & Iteration
- Work individually to craft problem statements that relate to your RFP. Then, as a group, choose one Fellow's problem statement to collaboratively iterate together.
- Repeat for your RFP's goals!

WORKSHOPPING YOUR PROBLEM STATEMENT

Some questions to ask as you build a problem statement:

- What problem is the procurement intended to address? In your own words, how would you describe the problem to a friend?
- What do you know about this problem (including any statistics or data points)? What are the features of this problem that somebody would need to know to solve it?
- How have you tried to solve this problem in the past? What do you believe were the main obstacles in the path of past efforts?

**Problem statements can be 200-300 words in a final RFP.
For today, work on 3-5 sentences to get you started.**

WORKSHOPPING YOUR GOALS

Some questions to ask as you build a goal statement:

- What are some goals your department, organization, or jurisdiction has set? How does this RFP contribute to achieving these goals?
- At the end of this contract, what does success look like?
- What evidence or data would you point to to demonstrate success?

Work to draft 1-3 key goals for your RFP that can later be rolled into the introduction or background sections of your final RFP.

BREAKOUT

25 mins - Problem Statement

25 mins - Goals

SHARE OUT

- **What was this experience like for you/your group?**
- **What did you learn through the iterative process?**
- **Where was the most significant change?**

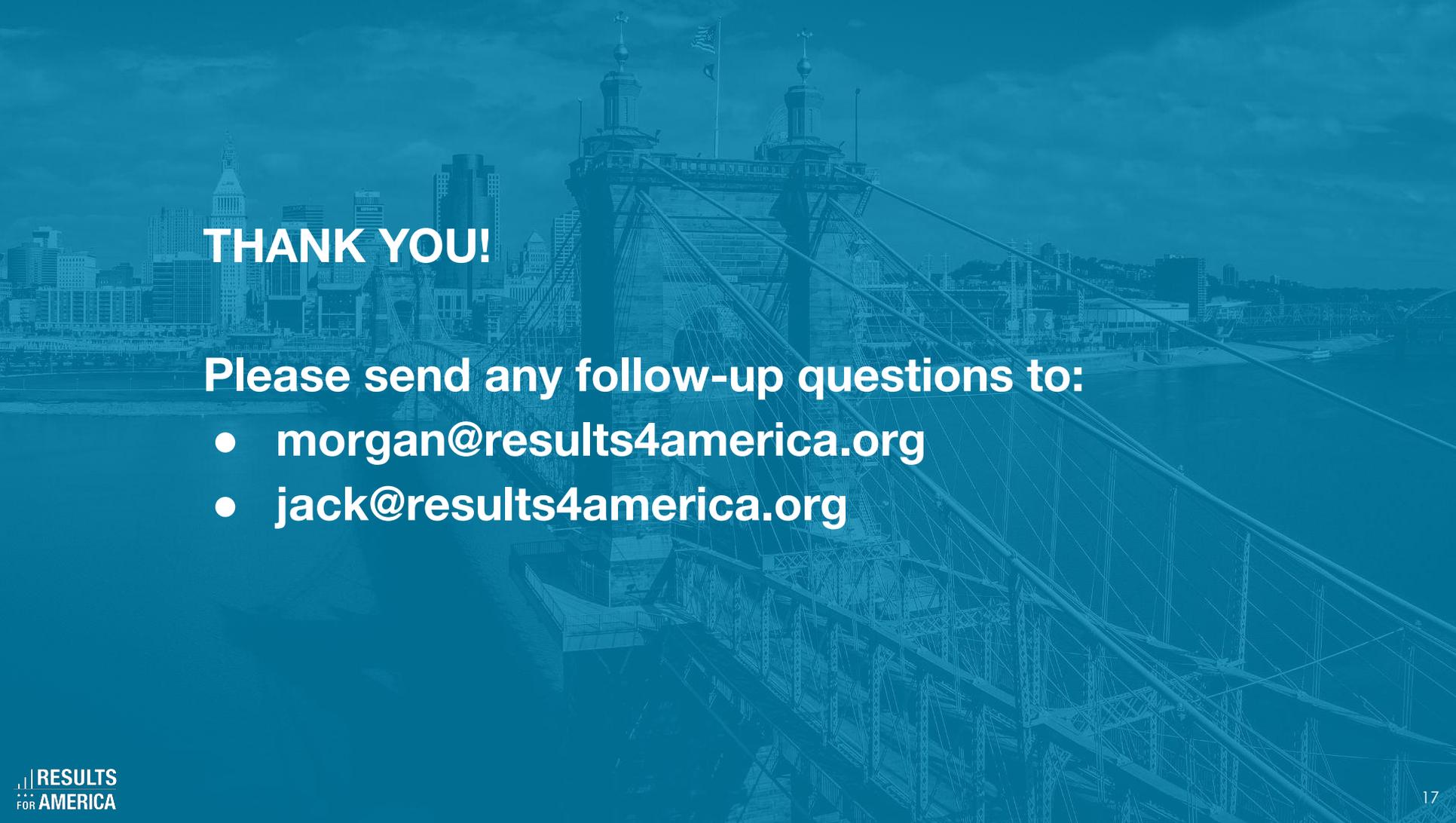


Wrap Up & Next Steps

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Upcoming Sessions and Resources

- ✓ **Public JQP Launch - Invite your colleagues and partners**
 - Email blast with more info & webinar registration coming 1/24
 - We'd like your support in sharing this launch with your networks!
 - Webinar 2/8
- ✓ **February 15, 4pm EST- GPL Evaluation & Negotiation**
- ✓ **April 26-27 Convening (No training in March)**
 - More Convening information to be available shortly



THANK YOU!

Please send any follow-up questions to:

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