



Business and
Professional
Women/FL

**Florida Federation of Business & Professional Women's Clubs Inc. (BPW/FL)
REQUEST FOR PROPOSALS
INDIVIDUAL DEVELOPMENT MODULE REVISIONS**

BACKGROUND INFORMATION

The Florida Federation of Business & Professional Women's Clubs, Inc. (BPW/FL) is a 501(c)6 organization that empowers women. BPW/FL is seeking proposals from qualified vendors for revisions to the current Individual Development Program training modules. The Individual Development program was initially established by BPW/USA in the late 1960s to provide officers and BPW members with speaking and presentation skills. Subsequent revisions expanded the scope of the program with changes to the structure of the program and the content of the training modules. The most recent rework of the modules was done in 2015 by members of BPW/FL to update the existing modules and to add new ones.

DELIVERABLES

In 2021, a task force was appointed to determine what a professional training program today should look like. Attached is an outline of the proposed overall program, a listing of the current modules and a cross-reference table of the existing modules to the proposed ID modules. A total of 13 modules need to be created or updated, with any one person/organization proposing to deliver from one to 13 modules (Module 2, Technology, was revised in 2021 and is not included in this request for proposals). The deliverables are PowerPoint modules, with associated exercises.

The modules are meant to be delivered to BPW members and non-members alike.

It is expected that:

- Each module (or in the case of two-part modules, each part) will be structured to last approximately one hour.
- Each module should be structured so that it can be delivered either in person or via Zoom.
- Each module will include exercises to be completed by the training participants, i.e., such exercises should be delivered with the training materials.
- PowerPoint presentations will form the basis for each module following the attached template. Current modules range from 15 to 47 PowerPoint slides, with a median of 27 slides and an average of 28 slides. Slides should all be animated (with bulleted items coming in one at a time) and graphics and SmartArt are strongly encouraged to make the slides more interesting.
- The training material should be capable of being delivered by someone other than the developer, i.e., there should be no proprietary material included nor any certification required of the presenter.

- The delivered material is to contain no branding by the developer of the module and BPW/FL will retain all rights to the delivered material.

We seek proposals for the development of the newly defined curriculum modules.

Existing materials should be used (and updated) to the extent practical. Proposals can be for work to be accomplished on a paid basis or on a pro bono basis, for all or some subset of the 13 modules.

PROPOSAL SUBMISSION AND DEADLINES:

Proposals must include:

- The official name, address, phone number and email address of the applicant (organization or individual) as well as the name of the principal contact person and the name and title of the person authorized to execute the contract.
- A statement as to which modules will be delivered.
- A brief description of how the work will be performed and the time required to complete the work proposed.
- Bios/resumes of key personnel fulfilling the contract, if awarded, including key qualifications and previous similar work experience and BPW membership status, length of membership and offices held (if applicable).
- An example of previous work product (e.g., a pdf of a PowerPoint training module or section thereof)
- Two references who can speak to your experience with similar projects.
- Proposals must be signed by an authorized individual(s) of the applicant organization and include the name, title, address, telephone number and email address of the individual(s) with authority to negotiate and contractually bind the individual/organization.
- All proposals received will be considered in final format.

REVIEW OF PROPOSALS

Proposals will be reviewed using the following criteria:

- The proposed approach to the scope of work.
- The proposal adequately details project activities, milestones and deliverables.
- The qualifications and experience of the individual(s) identified to fulfill the project.
- The individual's/organization's experience with similar projects.
- References.
- Demonstrated ability to meet deadlines and operate within budget.
- Availability for the work to be conducted between June 2022 and December 2022.
- The proposal includes detailed costs (if any) and the proposed costs are reasonable.

Proposals are to be submitted electronically (in pdf format) via email to info@bpwfl.org no later than April 1, 2022.

Candidates agree to answer questions and/or provide clarifications as may be asked by the BPW/FL Request for Proposals Committee and/or the Executive Committee.

Questions or clarifications on the RFP can be directed to the above email address.

BPW/FL reserves the right to not consider proposals that are deemed not responsive to the criteria outlined in this Request for Proposals. Award of any contract(s) resulting from submitted proposals will be announced no later than May 31, 2022, subject to funds availability.

BPW/FL 2022 ID Program Curriculum

Module 1: BPW Overview and Leadership

- ❖ What is BPW/FL?
- ❖ Mission, goals, and objectives
- ❖ BPW - Past, Present, Future
- ❖ Parliamentary Procedure
 - Key elements of parliamentary procedure
 - Chairing a meeting/Running a Business
 - Ensuring all voices are heard
- ❖ What it means to belong to BPW/FL (expectations)

Module 2: Managing Technology (revised and completed)

- ❖ Manage your internet presence
- ❖ Use technology to achieve an organization's purpose
- ❖ Best technology practices

Module 3: Individual Leadership

- ❖ Foundations of Leadership
- ❖ Leadership styles - assessment (TBD)
- ❖ Skills of effective leaders
- ❖ Traits of effective leaders
- ❖ Building teams
- ❖ Develop a leadership presence

Module 4: Manage Your Brand

- ❖ **Part I - Manage Your Career**
 - Assessments, Resume, LinkedIn profile, Networking, Interviewing (virtual/in person), and Negotiating
- ❖ **Part II - Manage Your Business**
 - Determine business type, state application forms, community relations & engagement, public relations, marketing (digital, other), working with the media, branding the business, financial considerations

Module 5: Public Advocacy

- ❖ Build strong communities
- ❖ Communicating/meeting with legislators
- ❖ Grassroots organizing
- ❖ Speaking up, speaking out

Module 6: Presentations

- ❖ **Part I - Develop a Dynamic Presentation (Virtual, In-Person)**
 - Elements of Effective Presentations - Opening, Body, and Closing
 - Communicating to a diverse audience
 - Visual enhancements (e.g., PowerPoint)
 - Differences between virtual and live presentations

❖ **Part II - Deliver an Engaging Presentation**

- Connecting with your audience
- Physical body movements
- Body language
- Vocal power

Module 7: Personal Wealth Management

- ❖ Grow, preserve, and protect your personal wealth
- ❖ Basics of investing
- ❖ How to hire and work with a financial planner
- ❖ Plan for your retirement

Module 8: Business Etiquette

- ❖ Make introductions
- ❖ Email and telephone etiquette
- ❖ Business meeting etiquette
- ❖ Social etiquette
- ❖ Making a positive first and last impression

Module 9: Understand and Manage Behavioral Styles

❖ **Part I - The Basics of Behavioral Styles**

- Models of human behavior
- Behavioral style assessment (TBD)
- Identify your personal behavioral style
- Apply behavioral style to work and social situations

❖ **Part II - Leadership and Behavioral Styles**

- Leadership and communication styles
- Influencing through communication
- Respecting the styles of others (diversity and inclusion)

Module 10: Goal Setting

- ❖ Determine your missions, goals, and values
- ❖ A system to develop short-term and long-term goals
- ❖ Turn goals into action plans
- ❖ Evaluate outcomes and modify for the future

Module 11: Ethical Decision Making

- ❖ The nature of ethics - an historical perspective
- ❖ Ethics and the law
- ❖ Ethical leadership
- ❖ Ethics and social responsibility

Module 12: Global Work Environments

- ❖ Global task challenges
- ❖ Global task environments
- ❖ Global environmental forces
- ❖ Post-pandemic changes and implications

Module 13: Communication

- ❖ Get your point and message across
- ❖ How to use and interpret body language
- ❖ Understanding emotional intelligence
- ❖ Effective listening

Module 14: Organizational Financial Management

- ❖ Organizational form and structure
- ❖ Financial operations (income, expenditures)
- ❖ Financial statements and budgets
- ❖ Key financial concepts

2015 ID Modules

Module 1: BPW Overview

- Introduce BPW; Mission, Goals and Objectives
- BPW Past, Present, Future

Module 2: Behavioral Styles: Understanding and Managing Behavioral and Communication Styles

- The DISC Model of Human Behavior
- What Is Your Behavior Style?

Module 3: Building Teams: Pick the Right People

- Analyze your potential team member's verbal cues and body language using DISC
- Barriers to our perceptions; Impact of Stereotyping
- Can I use DISC analysis across cultures?

Module 4: Presentations: Creating Effective Presentations

- Four Levels of Learning
- Concepts of an Effective Presentation; Strategic Presentation Design

Module 5: Presentations: Effective Delivery

- Presentation Skills, Tips, Measures that Produce Results
- Understand Your Audience To Build Rapport With Them
- Critiquing Constructively; Overcome Your Anxiety

Module 6: Manage Your Brand: Networking

- Networking; Adjust Your Networking Based on DISC Behavioral Analysis
- Your Elevator Pitch; Follow Up

Module 7: Marketing You: Interviewing

- Your Strengths and *Challenges*; Preparation
- Your Resume / Solicitation Package; Prepare To Answer/Ask These Questions

Module 8: Negotiating

- Elements of Negotiating
- Negotiate Using a Strategic Plan; Negotiate Using DISC Behavioral Analysis

Module 9: Leadership: Successfully Lead by Understanding & Managing Behavioral Styles

- Leadership Skills/Traits; Complement Styles using DISC

Module 10: Parliamentary Procedure – Ensuring all voices are heard

- How to effectively run a meeting or a business by ensuring all voices are heard
- Elements of Parliamentary Procedure; Effectively and Efficiently Chair a Meeting

Module 11: Business Etiquette

- Proper Business Etiquette – Introductions; – In Social Settings
- Proper Workplace Etiquette – E-mail and Phone Etiquette; -- For Successful Meetings

Module 12: Public Advocacy – Building Stronger Communities

- Why Build Stronger Communities; Speaking Up, Speaking Out
- Communicate and Meet With Your Legislator; Grassroots Organizing

Module 13: Goal Setting: Life and Business Plans

- Mission, Values, Goals; Systematic Plan for Writing Goals; Let DISC Analysis Guide You

Module 14: Goal Setting: Personal Wealth Management

- Financial Management Principles; Setting priorities, Making a budget
- Saving vs Investing; Planning for Retirement; Insurance, Estate Planning

Module 15: Manage Your Brand: Public Relations: how it can boost your career/business

- Public Relations vs Marketing; Getting in front of Traditional Media

Module 16: Ethical Decision Making: Establishing and Maintaining Public Trust

- The Nature of Ethics: Historical Perspective, Dilemmas, Ethics and the Law
- Ethical Leadership; Ethics and Social Responsibility

Module 17: Global Work Environments

- Global Task Challenges; Global Task Environment; Global Environmental Forces

Module 18: Managing Technology to Achieve Your Purpose

- Manage your internet presence; Use technology to achieve your organization's purpose
- Best Technology Practices

Module 19: Organizational Financial Management

- Basic financial management concepts and practices

Cross-Reference of Old ID Modules and New Modules

Old Module	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
New Module																			
1	X									X									
2																		X	
3			X						X										
4: I/II						I	I	I							II				
5												X							
6: I/II		I		I	II														
7														X					
8											X								
9: I/II		I																	
10													X						
11																X			
12																	X		
13																			
14																			X

Note: Module 9, part II and module 13 are new content.



Business and
Professional
Women/FL

Building Powerful Women Through
Advocacy, Education, and Information



Business and
Professional
Women/FL

Introduction: BPW and IDP



Business and
Professional
Women/FL

What is BPW ?

About BPW

- Mission
- History
- Membership
- Individual Development Program (IDP)



Business and
Professional
Women/FL

BPW Mission and Goals

- To achieve equity for all women in the workplace through advocacy, education, and information
- To be the leading nonpartisan, grassroots advocate for working women
- BPW members are working women and men seeking to advance their career goals, earn higher salaries, build stronger business, achieve pay equity and equal opportunities, and establish rewarding careers

BPW Objectives

- To elevate the standards for women in business and professions
- To promote the interests of business and professional women
- To bring about a spirit of cooperation among business and professional women of the United States

