



On-site Courses

Strategic Space Development offers a unique set of business development courses to expand the training coverage within your company. These courses provide cutting-edge insight and valuable practices for winning new business, gathering competitive intelligence, timing your business capture and managing existing programs.

Tailored to meet your needs and goals in developing business, on-site course length can range from a condensed single day to an extended three-day course covering in-depth materials offered.

Select from our catalog of trainings and tailor to fit your company's needs:

- Business Development: Secrets to Success
- Competitive Intelligence: Practices and Techniques
- The Successful Capture Manager
- Project Management: A Return to Fundamentals
- Strategic Planning for the Aerospace Professional
- Introduction to Spacecraft Design
- Space Systems Management
- Elemental Orbital Mechanics

Open-Enrollment Courses

Offered as a single day course or a multi-day seminar, our selection of open-enrollment courses are carefully structured and planned to provide comprehensive instruction in an ideal location. Several selected courses are offered online to save you time and money. Please see our 2009 calendar for all course listings.

By presenting the latest in business development techniques, trends and cutting-edge knowledge, these courses are guaranteed to increase your company's value in the marketplace. Whether you are involved in capturing new business, developing a business plan or managing a project, we have courses that train in all elements of developing and maintaining business.

Business Development: Secrets to Success

Instructor: Jim Cantrell

Strategic Space Development offers the secrets to success in business development, a two-day course that presents the latest trends and techniques in understanding the sales process, developing a new business funnel, marketing your brand, collecting competitive intelligence and strategizing for a capture win. This course is designed to improve how you do business and expand your business capture. A CDROM of course material is provided.

Competitive Intelligence: Practices & Techniques

Instructor: Jim Cantrell

Offered as a companion course to *Secrets to Success*, this course focuses on the techniques and approaches for gathering competitive intelligence to support capture efforts. This is an eye-opening view into the world of competitive intelligence, how it is done and some of the pitfalls.

This course demonstrates how to develop open-source CI from places such as the internet, lobbying reports, SEC filings, professional networks, and information synthesis. Also covered are the major stages of a CI campaign and how to successfully execute it. A CDROM of course material is provided.

Strategic Planning for Aerospace Professionals

Instructor: Terry Schilling

This one-day course is designed for aerospace engineering, management, and business development professionals who want to learn the fundamentals of strategic planning. This seminar provides participants with an improved understanding of what strategic planning is, how it can be utilized to improve organizational goal-setting, how to define strategies to achieve those goals, and how to make sound resource allocation decisions to implement the strategies. An important secondary objective of the seminar is to familiarize participants with the concepts and processes employed by the more successful aerospace companies. These include effectively meshing the overall strategic planning function with on-going business development initiatives and day-to-day contract execution. A CDROM of course material is provided.

“A must for anyone in BD. A huge help, certainly in terms of awareness for someone working in a near-BD environment (like me).”

Bob Hall, Technical Director, Space Superiority, AGI

Introduction to Spacecraft Design

Instructor: Jerry Krassner

It is often important for non-technical experts (e.g. program managers, contracts/finance specialists, business development staff) to understand the tradeoffs involved in the design and development of spacecraft. This one-day course will provide an introduction to satellite and spacecraft design. The goal of this introduction is to provide the non-technical expert a background in the design tradeoffs for the major spacecraft subsystems—structural, thermal, power, communications, attitude control, and launch and space environments. The course will assume only limited technical background and essentially no math. It will describe the key satellite subsystems, the issues involved in their design, and the available and emerging technologies used. The concepts and technologies discussed will enable the non-technical expert to participate in discussions with engineering discipline experts in their day-to-day activities. A CDROM of course material is provided.

Contact Information

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General Cost

On-site: Tiered-fee system based on number of days and attendees (min. requirement of 5). Labor and travel expenses included in cost.

Open-enrollment: Rates vary by single to multi-day courses. See website for pricing and registration.



Project Management: A Return to Fundamentals

Instructor: Tim Kelly

This course is directed toward the seasoned as well as new program manager and provides an opportunity of renewal of Project Management Fundamentals. It reintroduces basic, actionable principles that are independent of tools and processes. These principles should be embedded in every company's PM culture. This one-day class guarantees to put your start-up or struggling project on the right track. A CDROM of course material is provided.

The Successful Capture Manager

Instructor: Pat Dougherty

Make your next capture effort a successful win! This course is for new and experienced capture managers who want to improve their success rate in winning competitive contracts. This course focuses on proven methods to successfully posture your company to win major competitive programs. The course takes you through the capture process from identifying the initial opportunity to preparing for the final release of the customer's request for proposal. Using real-world examples, this course provides valuable insight into the customer's perspective and shows you how to beat your competition. A CDROM of course material is provided.

Elemental Orbital Mechanics

Instructor: Jim Cantrell

This one-day course on orbital mechanics is designed for professionals (technical and non-technical) who want to understand orbital mechanics for management, capture efforts, proposals and general product support.

Using hands-on examples and limited math, this course will discuss the elements of orbits—how satellites travel around the Earth and planets, and the “rules of the road” for orbits. Also, discussed are orbital considerations that impact space systems designs and software tools that let you visualize and simulate orbits without getting into the sticky math. The emphasis of this seminar is to familiarize professionals with the basics of astrodynamics, a subject that may be imperative to many capture efforts and program management tasks.

Space Systems Management

Instructor: Eligar Sadeh

This one-day course examines the political, organizational, and technical factors of managing Space Technology projects. The interrelationships among these factors influence the project lifecycle and determine whether implementation is met with success or failure. From a political standpoint, the ways in which project leaders navigate among accountability practices is scrutinized.

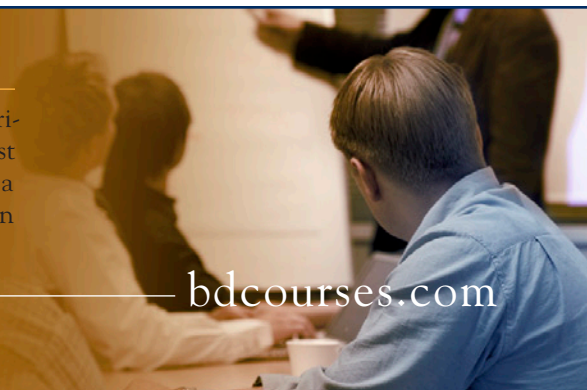
Discussed are the relevant practices: political factors, like cost and schedule; organizational factors, such as standard operating procedures; and technical factors concerning the nature of how complex technology functions. The course explores how technical professionals at the supervisory level navigate decision-making structures. This establishes the ways in which risk, high-reliability, and high-performance are understood and managed. In dealing with systems integration and architecture, this course also looks at how project practitioners and systems engineers navigate between the development of complex space technology and systems management methods.

“This was an **eye-opener** to grasp how to quantitatively **manage** the very early phases of developing business opportunities. Knowing the language and a systematic process adds **power** to my current business development approaches.”

Stephen R. Smith, Program Manager, Draper Laboratory

Course Instructors

SSD's seasoned and experienced consulting team offers many years of combined experience, lessons-learned, and specialized expertise to each business development course. Most of our staff have served on government and industry source selection panels and bring a strong understanding of the customer as well as competitor perspective. For full bios on course instructors, visit bdcourses.com.



Calendar

January 30

Project Management: A Return to Fundamentals
Denver, Colorado
Renaissance Hotel

February 27

The Successful Capture Manager
Tucson, Arizona
JW Marriott Star Pass Resort

March 11

Introduction to Spacecraft Design
Chantilly, Virginia
Westfields Marriott

April 17

Business Development: Secrets to Success
Online

April 30

Competitive Intelligence: Practices & Techniques
Online

May 1

Strategic Planning for the Aerospace Professional
Tucson, Arizona
JW Marriott Star Pass Resort

June 3-5

BD: Secrets to Success/Competitive Intelligence: Practices & Techniques
Key West, Florida
Casa Marina Resort

September 16-18

BD: Secrets to Success/Competitive Intelligence: Practices & Techniques
Arlington, VA
Key Bridge Marriott

October 22

Strategic Planning for the Aerospace Professional
Crystal City, Virginia
Crystal City Marriott

December 1-4

**BD: Secrets to Success/Competitive Intelligence: Practices & Techniques/
The Successful Capture Manager**
Los Angeles, California
Renaissance LA Airport