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LESSONS FROM THE FIRST 100% AI WRITTEN PROPOSAL:

this is how you implement AI in your organisation.

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We recently heard about the first proposal, written entirely by AI.

Not only did Jorrit Carton, EMVI specialist at House of Tenders, create a proposal that was completely AI-written, but he implemented AI throughout the entire process, from strategy and planning to writing.

The proposal — including waiting time for review — was written in three days instead of the usual four weeks.

Traditional Proposal Writing	Generate strategy	Write Proposal	Refine and Review	Prepare for Submission

AI-Written Proposal

But the million-dollar question is: *did he win the bid?*

It is well known that AI can automate repetitive tasks, enhance data analysis, and support strategic decision-making. Understanding and embracing the urgency of AI adoption is crucial in this environment.

Companies that do not invest in AI now risk falling behind and losing their competitive edge. The key reasons why commercial organisations must implement AI now are simple:

1. Efficiency: automate routine tasks and give employees time to focus on strategic activities.

2. Cost savings: using AI helps companies reduce operational expenses by streamlining processes.

3. Competitive advantages: companies that embrace this tech can respond more swiftly and effectively to market changes and customer needs. Companies that do not lag.
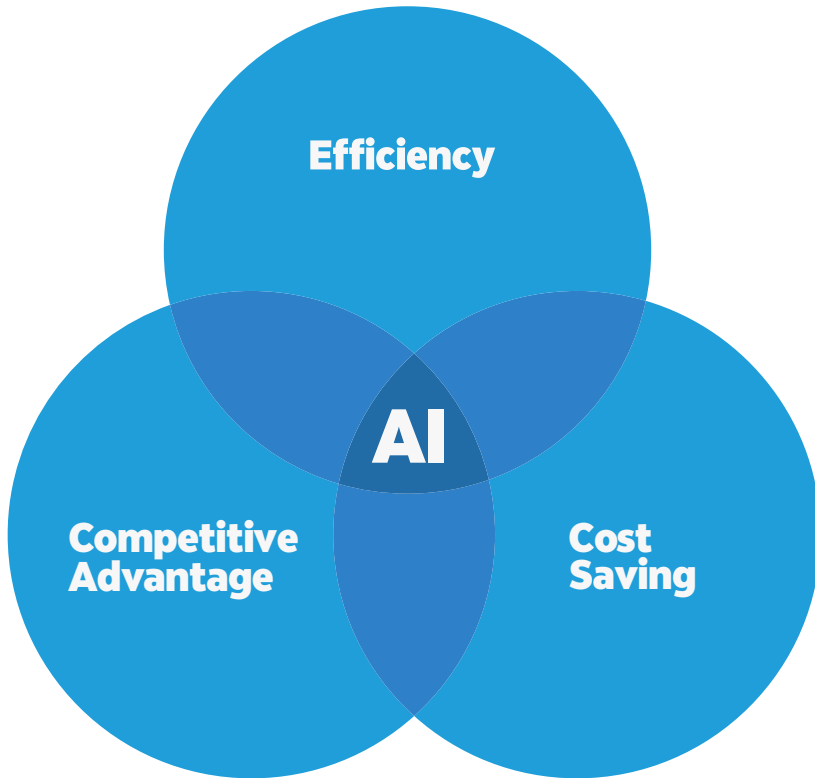
Image:
Three circles overlapping: competitive advantage, cost saving, efficiency - AI in the middle.

A new revolution on the rise

The past defines the future—always.

To illustrate a (new) revolution, one must define the last big revolution: the Industrial Revolution. Companies that resisted (or ignored) the possibilities of mechanisation and mass production were outcompeted. They struggled with inefficiency, financial instability, and eventual obsolescence.

We are currently at a similar turning point: the AI revolution. Businesses that fail to integrate artificial intelligence risk similar fates: diminished competitiveness, inability to scale, workforce challenges, and a growing innovation gap. Just as the Industrial Revolution rewarded those who embraced change with growth and success, the AI revolution will favour forward-thinking companies that use AI to meet modern demands and adapt faster than the competition.

Ignoring this shift could make businesses outdated and irrelevant. AI is now growing at an exponential rate, which means that the innovation surrounding this way of working will bring technological breakthroughs more rapidly, and more frequently. Just like futurist Ray Kurzweil stated in the 'Law of Accelerating Returns'.

AI can help businesses, especially bid management teams, solve significant problems.

AI can significantly enhance data analysis, allowing teams to quickly process large datasets and uncover critical insights for crafting more competitive and targeted proposals.
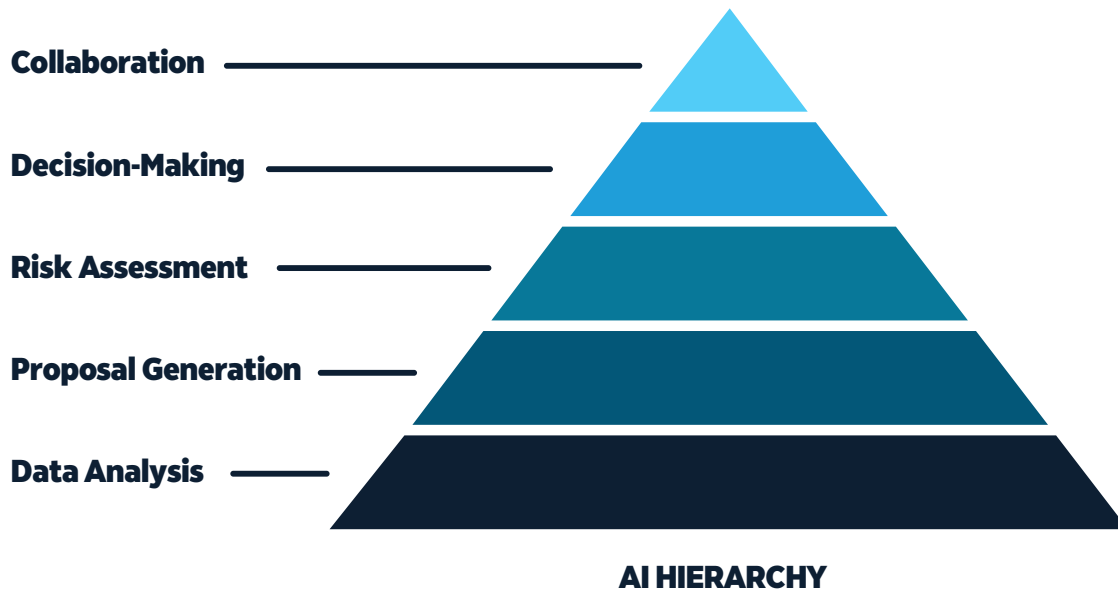

AI HIERARCHY

Image: Three circles overlapping: competitive advantage, cost saving, efficiency - AI in the middle.

Automated proposal generation can save valuable time by producing detailed, customised bids, while AI-driven risk assessment tools help identify and mitigate potential issues proactively.

Moreover, AI helps make objective bid/no-bid decisions by analysing past performances and current market conditions. Ensuring resources are optimally utilised. And that is not all. AI-powered collaboration tools streamline communication and project tracking (making to-do's, planning deadlines, sending notifications to colleagues, and creating well-organised dashboards).

Ensuring all team members remain aligned throughout the bidding process. By harnessing AI in these areas, bid management teams can operate more efficiently and reduce errors.

It is clear why Jorrit Carton chose this all-AI approach, with the perception of increasing their chances of success.

Early AI adopters consider it fundamental to driving their organisation towards new operating territories.

How do you set yourself up for success?

To increase the success of your AI implementation, you need to involve your team early on. Maintain clear communication throughout and address fears around job security. Focus on what AI will do for me — building on the transformative potential of the AI revolution. In particular, bid management teams can effectively leverage the technology to address their current challenges.
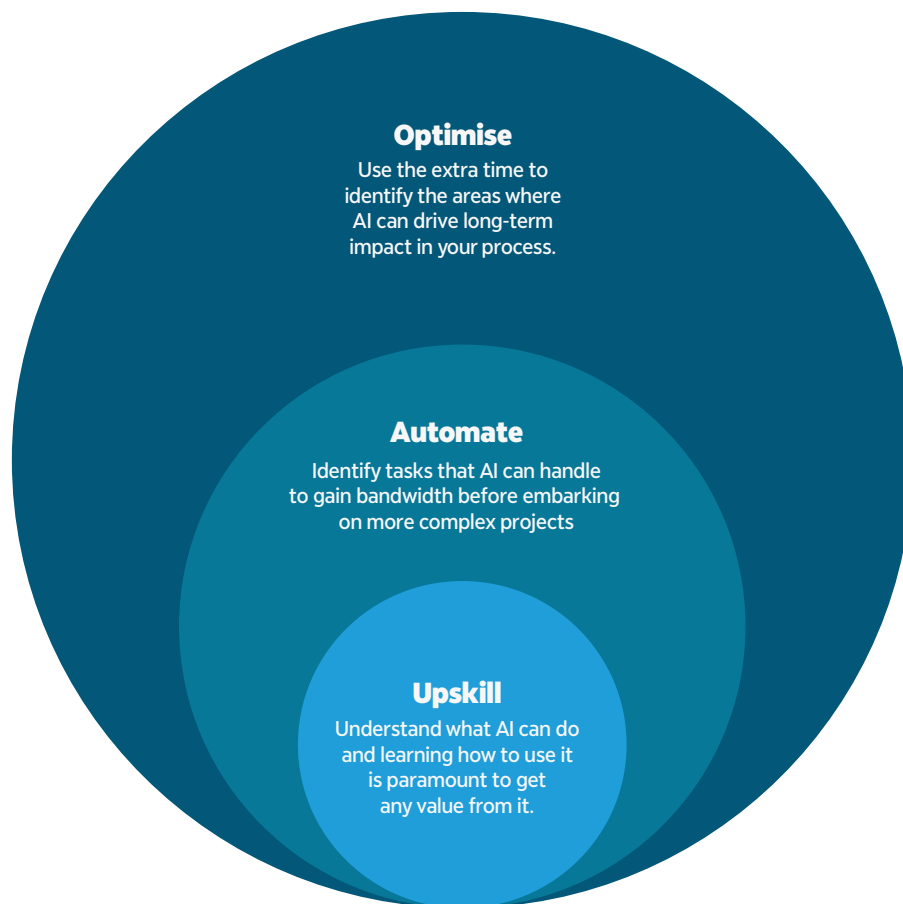
Optimise
Use the extra time to identify the areas where AI can drive long-term impact in your process.

Automate
Identify tasks that AI can handle to gain bandwidth before embarking on more complex projects

Upskill
Understand what AI can do and learning how to use it is paramount to get any value from it.

Image: optimize / automate / upskill

People fear AI. It might take their job away.

That means successfully adopting AI requires addressing human factors and managing change. Clear communication and education about AI's benefits and its role in enhancing, not replacing, human work is essential.

I've met many Bid Directors who told me their concerns with AI and its implementation in their organisation.

How to tackle this?

1. **Early employee involvement:** engage employees from the start of the implementation process. Listen to their concerns. This increases acceptance and ensures they feel heard.

2. **Clear communication:** communicate clearly and regularly about AI's benefits and how it can alleviate the workload. Be honest about any challenges along the way.

3. **Training and education:** provide continuous training at the right time to ensure employees are comfortable using AI tools.

You can alleviate concerns by emphasising how it will streamline processes, improve accuracy, and free up time. Comprehensive training programmes, including workshops, online courses, and hands-on sessions, are crucial to helping employees understand how to use AI tools effectively and with confidence. Remember, people have different learning styles. You will need to adapt training to meet their needs. Involving employees early and often in the implementation process can significantly reduce resistance — if there is any. Establishing feedback mechanisms to seek their input helps build trust and demonstrates that their opinions are valued. Be aware this tech is new; you must collaborate to work correctly and address concerns effectively.

You will have employees who are excited about AI. Get them on the implementation teams to start with pilot programmes. This will allow you to have some early adopters who will work as your ambassadors for the implementation.

In order for Jorrit Carton's implementation to be successful, he will have to focus on engaging with his team and ensuring that they are on board with the journey. Communication and user training are crucial when implementing AI across several phases in the bid process.

Early Employee Involvement
Engage the team to build acceptance and confidence in AI.

Clear Communication
Keep messaging transparent to reduce uncertainty and build trust.

Training and Education
Provide tailored training to ensure employees use AI effectively.

Appointing AI Champions
Empower early adopters to lead AI adoption and boost team performance.

Feedback loops
Establish regular feedback channels to continuously improve AI implementation.

Image timeline: time line of all steps to implement with symbols on top

Be a supportive leader — appoint change 'champions'

Fostering a culture of continuous improvement is critical for this process. Leaders should actively advocate for AI adoption, demonstrating its benefits through their actions and encouraging an innovation mindset. Creating a culture that values experimentation and learning from successes and failures can help employees feel more comfortable with new technologies.

Appointing so-called change 'champions' within teams can further facilitate this process. These champions can advocate for AI, provide peer support, and serve as liaisons between the team and leadership, helping to bridge any gaps in understanding or acceptance.

Addressing job security concerns is another vital aspect. Investing in reskilling and upskilling programmes to help employees adapt to new roles and responsibilities that AI will create is essential. People dislike significant changes; if you do not handle them well, they will be less productive.

Highlighting opportunities for career growth and new roles emerging from AI integration reassures employees. Redefine roles to show how AI will assist rather than replace employees.

Measuring and communicating success are essential to build confidence and demonstrate AI's positive impact. Maybe it sounds crazy (or unheard of), but celebrating quick wins and successes early in the process builds momentum and shows tangible improvements.
It is likely that Carton didn't take a big-bang approach and that he was able to celebrate mini-successes as he implemented the technology roll-out.

AI is not just a flavour of the month

Carton proved that AI can be implemented across the entire bid management lifecycle. But why should you consider adopting AI in your bid process? And not just thinking about it for the future, but why should you consider it today?

Competitors are doing it
Many firms are implementing AI. Those who do not will fall behind.

Bid management is becoming more important
Due to the rising use of RFXs, bid management is becoming increasingly crucial for commercial organisations. This new tech can help bid management teams work more efficiently and achieve better results, allowing bid managers to architect a winning strategy for their organisations.

Bid teams have the momentum to harness AI
You will not believe what unique position bid teams have in utilising AI. Bid management includes processing large amounts of data, which is precisely what AI does well.

As more software providers like Microsoft and Salesforce integrate AI, daily use of AI will become the norm. AI is not just a flavour of the month.

Potential advances are:

- **Larger context windows:**
  AI systems can process larger amounts of data faster, leading to more accurate results

- **More precise outcomes:**
  the precision of AI outcomes will continue to improve as technology advances.

- **Less need for prompting skills:** AI will become more intuitive, reducing the need for specialised skills to use it effectively.

This demonstrates that AI isn't just a flavour of the month and that by adopting AI. You need to future-proof your organisation for years to come. Jorrit Carton may sound revolutionary today, but his approach could be standard in a short space of time.

We will see widespread adoption of AI in the next 5 to 10 years. This will lead to more personalised experiences, innovation, new business models, and, hopefully, new management models.

The future of bid management is now

Winning the first entirely written AI proposal is a powerful reminder that the future of bid management is now. Commercial organisations must act fast to get the benefits of AI. If you do, you improve operational efficiency and position yourself as a leader in an ever-evolving market. Just like Jorrit Carton and his team did.

What is the result of his new way of working? The tender won with a score for best plan.

Their success is not a testament to the power of AI—far from it. It is a clear signal that fully using a new practical tool, like machines during the Industrial Revolution, and embracing a new way of managing bid teams will result in more efficient and effective results.

The industry will be shaped by those who embrace change today.

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