

Welcome

- All participants' microphones have been muted & cameras have been turned off
- Please post any questions in the chat & we will review them during our Q&A segment
- This webinar is being recorded & will be distributed after the session

Who will be speaking?



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P|TKO



ParsonsTKO

The Engagement Architects

PARSONS | TKO



The Intangibles of Vendor Selection

May 12, 2021

Signs you need to reassess

You are falling behind your competitors, and your audience expects more.
Your channels are underperforming, and re-inventing or re-shaping products is running up against limits.

Despite efforts, your teams are up against limitations: physical, mental, and technical. Your vendor's platform/services aren't moving forward.

Lack of sufficient ownership over existing channel or platform.

You just don't know!

Selection as change

The moment you decide to bring in something new, you are lighting the spark for change in your organization.

This is the catalyst for digital transformation in your engagement strategy.



Listen to voices and aspirations

Leadership
Stakeholders
Staff
Audience



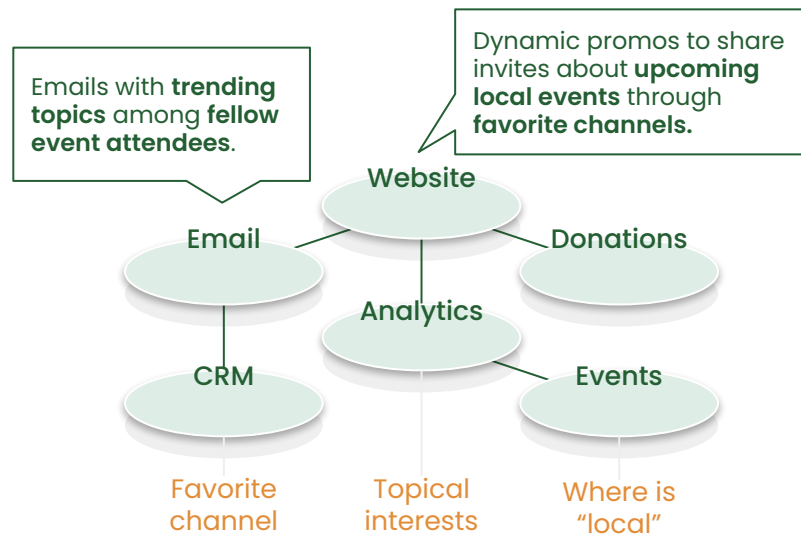
Yourself



Your engagement ecosystem

Your audience, your processes, and unique culture are interconnected.

To fully engage your audience, your systems need to be integrated seamlessly.

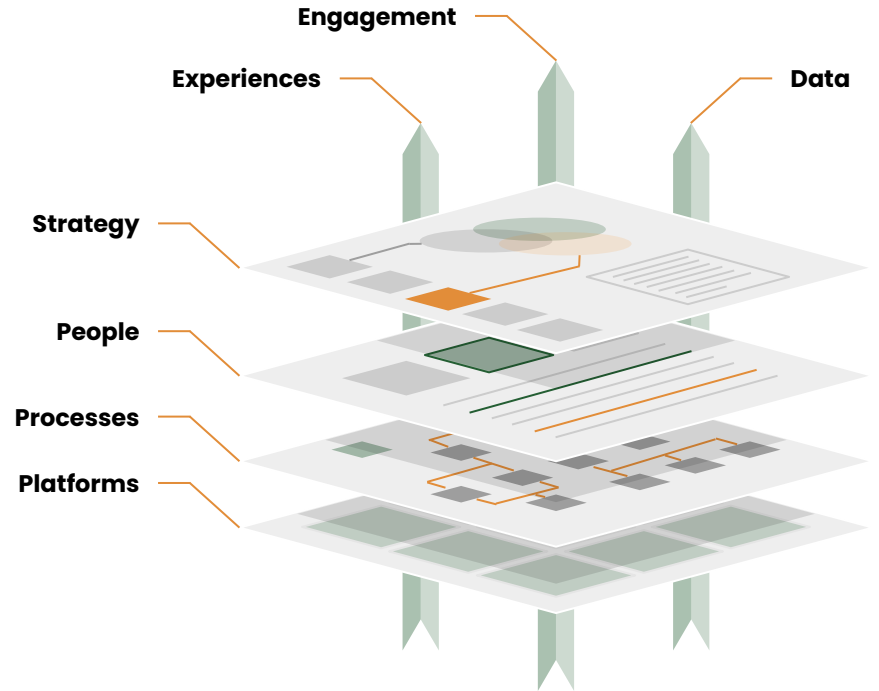


Each system in your engagement platform provides its own audience insights. Use these informed connections to create personalized experiences throughout audience touch points

The way we see possibilities

Engagement Architecture ♦ noun

The ParsonsTKO philosophy and methodology that addresses your outreach platform as a holistic ecosystem—an interconnected set of people and systems that work together to advance your mission.



Harnessing the moment's energy

Grow community

Integration of people and platform

Enhance skills

Staff development and growth

Encourage idea exchange

Data, transparency, diligence: iterating and proving what's already working and past successes



Selecting a vendor is only one part

It's just a thing that gets you to the next thing

Milestones will be achieved. Some will slip. The energy and the journey are what matter. Digital transformation is difficult! This moment will be what you need to get there.

Remember your mission's foremost goal, and that what you will accomplish is in service to that: Cultivating more meaningful engagement with your audience.



So where do you start?

How to making your selection in a
sea of choices and intangibles.

Make a plan

Exploration



Discovery



Selection

Implementation



Data migration
and design



Configuration

Adoption



Training



Governance

Selection

Your first steps



Environmental
scan



Determine
selection process



Requirements: staff
and technical



Short list



Internal
recommendations



Decision



Selection

Your first steps



**Environmental
scan**



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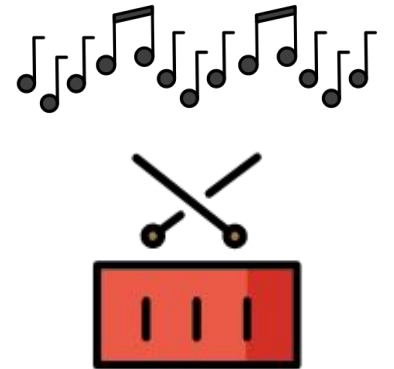
Making your decision

Cultural fit

Does this vendor speak the same language as your teams?

Is your organization their target customer, or are you completely different?

Are your values aligned? Brands that partner with organizations that stick to their principles.



Making your decision

Solutions and feature fit

Does the platform provide the unique solutions and features that your organization needs to succeed?

If not, is the vendor willing to provide them?

Does the solution support or elevate existing needs?



Making your decision

Is this within budget? How will this scale in the future?

Database size? Will it grow with you?

Volume or asset storage

Does this vendor want your business?

What are they willing to do for you on cost and contract?

Will they continue to support you in the future?



Making your decision

Reflection

Sales pitches are pitches. Recognize your response, and how this will influence your reactions and eventual choice.

Review your reactions as **individuals** and as a **group**.



Making your decision

Implementation

Are you on your own once a contract is signed?

Is there an onboarding or migration team?

How is your organization staffed? Are there subcontractors for contracted support on your end, or their end? Will this change functionality in the future?



Making your decision

Roll-out and continued support

How does the vendor maintain the relationship, post-launch? What do partner relationships look like? They may be able to support in a different way.

Vendor should be periodically adding capabilities, but they do run it for you.



The impact

Building an internal community that rarely exists

What do you do with it? Is the work done, or do you keep the energy / affinity group together?

Perhaps you thought your audiences were siloed before, but now you have realized the power of using your voices together to convey and communicate your mission.

If you've built something unique to **make your selection**. Now, see what you can unlock.

Okay, so what now?

- 1. Determine your needs**
Do you need to optimize your platform, or do you need something new entirely? Product champions or outside resources can help leverage current systems
- 2. Do your research, or find someone who knows the environment**
Don't know enough? Find colleagues that can help you understand your needs and give good feedback.
- 3. Create a process for change**
- 4. (Re)frame when change happens**
Provide the space to be able to pivot and be responsive to changes in staff and organizational needs.
- 5. Commit time & attention**
Bring together an affinity group to hold the implementers and team accountable, not just to your stakeholders.
- 6. Challenge yourself**

Is this where the journey ends?

It's up to you, and your colleagues.

You've created and brought about something special.

You decide what to do next.



**This is a
call-to-action**

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Email capabilities assessment

Optimize or replace? We can help you with your journey.



Thank you

Would you like to continue the conversation?

 [linkedin.com/in/efrojas/](https://www.linkedin.com/in/efrojas/)

 [linkedin.com/company/parsonstko/](https://www.linkedin.com/company/parsonstko/)

Want to dive in?

parsonstko.com/project

How did we do?

Please let us know by filling out our [survey](#).