

Executive Bid Decision Brief

A two page record for a pursue or decline decision

Use this brief before committing proposal resources. Record the evidence for the recommendation, unresolved conditions and the person authorized to decide. The brief supports judgment; it does not predict an award.

Use the current solicitation or call as the authority for requirements. This is an internal decision template, not an official form. Replace bracketed text and remove instructions before circulation. Add supporting evidence where needed.

Opportunity [Title, buyer or funder, reference and official source]
Decision timing [Decision needed by; submission deadline and time zone]
Prepared for [Decision owner] **Prepared by** [Name or role] **Date** [Date]

1 Recommendation and rationale

Recommendation [Pursue / pursue with conditions / decline / defer pending evidence]
[Give the main reasons in 3 to 5 sentences. Identify the decisive opportunity, constraint or uncertainty and what the organization would commit if it proceeds.]
Conditions before proceeding [Condition, owner and evidence deadline; write “None” if there are no conditions]

2 Strategic fit and qualification

Fit [How the opportunity supports the organization’s mission or business priorities, and what would be displaced]
Record mandatory conditions separately from preferences. Use confirmed / not met / unknown and cite the exact requirement. Confirm whether a permitted remedy exists before relying on one.

Qualification check	Status and evidence	Gap or action
Eligibility and registration	[Status; official reference]	[Action, owner, due date]
Mandatory capability or experience	[Status; official reference]	[Action, owner, due date]
Geography, scope and schedule	[Status; official reference]	[Action, owner, due date]
Forms, terms and submission rules	[Status; official reference]	[Action, owner, due date]

Unresolved disqualifier [Requirement that could prevent a valid bid; verification owner and deadline, or “None identified”]

RESOURCES RISKS AND DECISION

3 Capacity cost and teaming

Proposal resources [Lead, contributors, reviewers, estimated effort and availability before the deadline]

Delivery capacity [People, systems and partners required; confirmed availability; commitments displaced]

Pursuit cost [Currency, internal effort basis, external spend estimate and requested approval limit]

Commercial feasibility [Funding or revenue basis, cost assumptions, payment timing, working-capital needs and unresolved terms]

Teaming decision [Partner need, role, capability gap, availability, commitments required and owner; state “Not required” if applicable]

4 Material risks and unknowns

Risk or unknown	Consequence and response	Owner and due date
[Delivery, financial or compliance issue]	[Consequence; action; residual exposure]	[Role; date]
[Buyer, partner or evidence issue]	[Consequence; action; residual exposure]	[Role; date]

Basis for differentiation [Relevant evidence supporting the proposed approach; distinguish known buyer needs from assumptions]

5 Decision record and next steps

Decision [Pursue / pursue with conditions / decline / defer]

Authority and date [Authorized decision owner; date; decision record reference]

Approved scope [Proposal effort or spending limit, approved conditions and review trigger]

Next action	Accountable role	Due date
[Resolve condition or launch proposal work]	[Role]	[Date and time zone]
[Review readiness or record the decline]	[Role]	[Date and time zone]

Revisit the decision if material scope, eligibility, cost, timing or capacity assumptions change. Keep the decision rationale and the source documents with the record.