

GovCon BD Upskilling Program

# Candidate Handbook

30-Day Foundation Certificate

Handbook | Version 1.1

## 30-DAY FOUNDATION PROGRAM

Employer-Sponsored Training for GovCon Business Development

**GovConGiants**

Professional Training for Government Contractors

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# Welcome

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Welcome to the GovCon Business Development Upskilling Program. This employer-sponsored training prepares you to support business development, capture, and market research functions using free public tools.

By completing this program, you'll gain practical skills valued in GovCon firms and position yourself for career growth in business development and capture support roles.

## Program Overview

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### What You'll Learn

1	GovCon Market & Buyer Intelligence	Market research, agency analysis, spending data
2	Customer Engagement & Opportunity Discovery	SAM.gov navigation, opportunity qualification
3	BD & Capture Fundamentals	BD process, teaming, competitive positioning
4	Proposal Support & Contracting Readiness	Compliance, FAR basics, internal coordination

### Target Roles

This program prepares you to support these functions:

- **Business Development Manager**
- **Capture Manager**
- **Market Research Analyst**

## Delivery Format

- **Live instructor-led sessions:** Weekly (60-90 minutes)
- **Self-paced work:** 2-3 hours/week
- **Total time commitment:** 8-12 hours instruction + exercises

## Domain Blueprint

All content maps to six weighted domains. Domain weights are derived from Job Task Analysis of actual job postings.

<b>D1:</b> GovCon Market and Buyer Intelligence	<b>23%</b>	Federal market, agency research, spending patterns
<b>D2:</b> Customer Engagement and Opportunity Discovery	<b>20%</b>	Finding opportunities, customer interactions
<b>D3:</b> BD and Capture Fundamentals	<b>22%</b>	BD process, teaming, competitive positioning
<b>D4:</b> Proposal and Pre-Positioning Support	<b>13%</b>	Supporting proposals, compliance
<b>D5:</b> Contracting Readiness, Compliance, and Risk	<b>12%</b>	FAR basics, certifications
<b>D6:</b> Internal Handoff, Execution, and Growth Metrics	<b>10%</b>	Working with BD teams, reporting

**Weight Source:** Job Task Analysis (JTA) of 45+ job postings. See research documentation.

# Weekly Schedule

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## Week 1: GovCon Market and Buyer Intelligence (D1)

1.1	GovCon Market Overview	Market Overview Worksheet
1.2	Buyer Intelligence Basics	Agency Research Report

**Free Tools:** USAspending.gov, SAM.gov Contract Data

## Week 2: Customer Engagement and Opportunity Discovery (D2)

2.1	Opportunity Discovery	Opportunity Log (10 opportunities)
2.2	Customer Engagement Fundamentals	Outreach Plan

**Free Tools:** SAM.gov, Agency websites

## Week 3: BD and Capture Fundamentals (D3)

3.1	BD Process Fundamentals	BD Process Map
3.2	Competitive Positioning	Competitive Brief

**Free Tools:** DSBS, SAM.gov Contract Data

## Week 4: Proposal Support and Contracting Readiness (D4-D6)

4.1	Proposal Support Basics	Sample Compliance Matrix
4.2	Contracting Readiness	Readiness Checklist

**Free Tools:** SAM.gov, SBA.gov

## Completion Requirements

### Completion-Based Program

This is an upskilling program, not a certification exam. You receive a Certificate of Completion, not a pass/fail grade.

### What You Must Complete

<b>Attendance</b>	All live sessions (or catch-up recordings within 48 hours)
<b>Exercises</b>	All module exercises completed
<b>Artifact</b>	Opportunity Observation Log submitted
<b>Participation</b>	Active engagement in discussions

### Knowledge Checks

- Included for **learning reinforcement**, not grading
- Self-assessment to confirm your understanding
- Instructor reviews for coaching, not scoring
- No pass/fail—just learning

## Why Completion-Based (Not Pass/Fail)

- You're already employed and staying in your role
- Goal is skill acquisition, not job qualification
- Your employer values engagement and learning, not test scores
- Focus on practical application, not memorization

## Free Public Tools

You'll learn to use these free government tools:

<b>SAM.gov</b>	sam.gov	Opportunity search, entity registration
<b>SAM.gov Contract Data</b>	sam.gov/content/contract-data	Historical awards, agency spending
<b>DSBS</b>	dsbs.sba.gov	Small business contractor search
<b>USAspending</b>	usaspending.gov	Federal spending data
<b>Apex Accelerator Locator</b>	apexaccelerators.us	Local procurement assistance
<b>SBA.gov</b>	sba.gov	Certifications, resources

**No proprietary tools required.** All exercises use free, publicly available resources.

## Module Format

Each module includes these components:

### 1. Header

- Module number and title

- Domain mapping (D1-D6)
- Time estimate
- Free tools used

## **2. Learning Objectives**

- 3-5 measurable outcomes
- What you'll be able to do after completion

## **3. Required Reading/Viewing**

- Links to free public resources
- Official government sites

## **4. Lesson Content**

- Core concepts with examples
- Screenshots/walkthroughs of free tools
- Real-world GovCon scenarios

## **5. Applied Exercise**

- Hands-on activity using free tools
- Role-play or case study
- Connection to your workplace

## **6. Work Artifact Template**

- Fillable template for deliverable
- Clear instructions
- Rubric reference

## **7. Knowledge Check**

- 5-10 questions per module
- Mix of scenario and recall
- Immediate feedback

## **8. Manager Discussion Prompts**

- 2-3 questions for manager check-in
- Application to your current work
- Career development connection

## 9. Completion Criteria

- What must be done to complete
- Time expectations
- Submission requirements

# Opportunity Observation Log

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Your primary artifact throughout the program is the **Opportunity Observation Log**.

## ■ Purpose

Document real opportunities, market observations, and growth signals you observe in your current role. This artifact demonstrates practical application of program concepts.

## ■ Requirements

By program end, your log should include:

- 10+ documented opportunities or market observations
- At least 2 observations per week
- Use of free tools to validate/research observations
- Connection to relevant domain concepts

## ■ Template Location

See: `/materials/learner-workbook/opportunity-observation-log.md`

# Attendance Policy

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## Live Sessions

- Attendance at all live sessions is expected
- Sessions are recorded for catch-up
- Recordings are not a substitute for participation

## Catch-Up Protocol

If you miss a live session:

1. Notify your instructor within 24 hours
2. Watch the recording within 48 hours
3. Complete the module exercise
4. Submit a brief summary of key takeaways

## Excessive Absences

Missing more than 2 live sessions may delay completion. Discuss scheduling conflicts with your instructor.

# Completion Certificate

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## What You Receive

Upon successful completion, you receive a certificate including:

- Your name
- Your company name
- Program level completed (30-Day Foundation)
- Completion date
- Skills/competencies covered
- Instructor signature

- GovConEdu LLC branding

## ■ Certificate Uses

- HR/L&D records
- LinkedIn profile
- Resume credential
- IRS Section 127 documentation support

# Manager Support

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## ■ Manager's Role

Your manager can support your learning by:

1. **Providing context:** Share relevant company BD activities
2. **Allowing application:** Let you practice skills on real work
3. **Participating in check-ins:** Discuss module content weekly
4. **Providing feedback:** Review your artifacts and exercises

## ■ Manager Discussion Prompts

Each module includes 2-3 discussion prompts for your manager check-in. These connect program content to your current work.

## ■ Manager Pack

Your manager receives a separate Manager Pack with:

- Program overview
- Checkpoint forms
- Observation rubric
- ROI tracking templates

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# Technical Requirements

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## Computer/Device

- Desktop or laptop computer (preferred)
- Tablet acceptable for viewing content
- Smartphone not recommended

## Internet

- Stable internet connection required
- Government websites may be slow; patience required

## Browser

- Chrome, Firefox, Edge, or Safari (current versions)
- Pop-up blockers may need to be disabled for some tools

## Accounts Needed

- No paid accounts required
- Some exercises may benefit from free SAM.gov account (not mandatory)

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# Support Resources

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## Instructor Contact

- Questions during live sessions encouraged
- Email response within 24-48 hours
- Office hours: [To be scheduled by instructor]

## **I Technical Issues**

- Contact instructor for login/access issues
- Government website outages: Check status, try again later
- Use alternative tools/resources when available

## **I Additional Resources**

- Contracting Glossary: Core terminology reference
- Action Plan Journal: Reference guide (PDF provided)
- Free tool guides: Included in each module

# **Frequently Asked Questions**

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## **I Program Structure**

### **Q: How much time should I spend each week?**

A: Plan for 2-3 hours/week including live sessions and exercises.

### **Q: Can I work ahead?**

A: Modules are released weekly. You can review upcoming content but exercises should align with the schedule.

### **Q: What if I have scheduling conflicts?**

A: Contact your instructor immediately. Recorded sessions are available for catch-up.

## **I Tools**

### **Q: Do I need to buy any software?**

A: No. All tools used are free and publicly accessible.

### **Q: What if a government website is down?**

A: Government sites occasionally have maintenance. Try again later or contact instructor for alternative exercises.

## Certification

### Q: Is this a formal certification?

A: This is a completion certificate for the upskilling program. It demonstrates competency in GovCon BD fundamentals.

### Q: Does this qualify me for promotion?

A: The skills are valued in GovCon firms. Career advancement depends on your employer and performance.

### Q: Is this recognized by government agencies?

A: The program follows NCMA, PMI, and industry certification benchmarks. It prepares you for government contractor roles.

## Key Dates

Cohort Start	[TBD]
Week 1 Live Session	[TBD]
Week 2 Live Session	[TBD]
Week 3 Live Session	[TBD]
Week 4 Live Session	[TBD]
Artifact Due	[TBD]
Program End	[TBD]

## Program Expectations

### What We Expect from You

1. **Attend** all live sessions (or catch up within 48 hours)

2. **Complete** all exercises and deliverables on time
3. **Participate** actively in discussions and group activities
4. **Apply** concepts to your current role when possible
5. **Communicate** proactively about issues or questions

## **| What You Can Expect from Us**

1. **Quality content** aligned to industry standards
2. **Responsive support** within 24-48 hours
3. **Clear feedback** on your work
4. **Practical application** to real GovCon roles
5. **Professional certificate** upon successful completion

## **Let's Get Started**

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You're about to gain skills that will make you more valuable to your employer and open doors to new career opportunities in government contracting.

### **Next Steps:**

1. Review this handbook thoroughly
2. Bookmark the free tools you'll be using
3. Set up your weekly schedule
4. Attend the Week 1 live session
5. Begin your Opportunity Observation Log