

FREE WITH REGISTRATION

The FPP Framework Worksheet

Foundation, Positioning, Performance, worked through in writing



GEMB

GOVCON EXPERTS & MASTERS BENCH

Your Name and Email

Name

Email

Why This Worksheet Exists

Most small business owners in federal contracting are not missing effort. They are missing a framework that tells them where to put it. You can register in SAM.gov, attend every training offered, and still watch the contracts go to someone else, not because you did anything wrong, but because certification was never the finish line. It is the starting line.

The FPP Framework is the same structure taught in the live webinar: Foundation, Positioning, Performance. Most contractors are strong in one pillar, weak in another, and have never actually diagnosed which is which. This worksheet does that diagnosis, in writing, before you ever get on the call.

PILLAR 1

Foundation

Not the paperwork itself, the ability to be found, verified, and trusted before anyone reads a word you've written.

The Foundation Trap: most contractors treat certification as the goal. It is not. A certification tells the government you are allowed to compete. It says nothing about whether you will be found, understood, or chosen. Foundation is complete only when your eligibility, your visibility, and your documentation all agree with each other, not just when the paperwork is filed.

Where you stand right now

- ☐ My SAM.gov registration is active and current
- ☐ I know my NAICS code(s) and they reflect what I actually do today, not what I did when I first registered
- ☐ I hold, or have started the process for, the certifications relevant to my business (8(a), WOSB, SDVOSB, HUBZone)
- ☐ I understand which FAR requirements actually apply to my type of contracting, not just that FAR exists
- ☐ I have my UEI and CAGE code on hand, not just "somewhere in my email"

What's actually missing

List the specific foundation items above that are not checked. Be specific. "Certifications" is not specific. "WOSB certification, application not yet started" is.

PILLAR 2

Positioning

How a contracting officer perceives you before you ever speak to them, decided in the first thirty seconds of reading.

What mission orientation actually means: writing about your business instead of their mission is quietly working against you before your proposal is ever rated. A contracting officer is not evaluating how impressive your company is. They are evaluating whether you understand the problem they are being asked to solve.

Mission orientation check

Write one sentence describing what your company does, starting with your services.

Now rewrite it, starting with the customer's mission or problem, not your solution.

Capability statement status

- ☐ I have a current, one-page capability statement
- ☐ It includes real past performance with dollar values, not just descriptions
- ☐ It states my contract vehicles, if I hold any
- ☐ It is written from the reader's perspective, not mine
- ☐ Someone other than me has read it and understood what I do within thirty seconds

PILLAR 3

Performance

The difference between winning once and winning on purpose.

One award is a lucky break. A pattern is a business. The government does not just ask whether you delivered, it asks whether delivering was a fluke or a habit. Past performance sections that list contracts without connecting them into a pattern leave the reader to do work you should have done for them.

Your past performance inventory

List every contract, commercial or government, that demonstrates you can deliver, and what type of problem it proves you can solve.

Where growth actually comes from

- ☐ I know which agencies or primes are the best fit for what I offer, not just which ones are hiring
- ☐ I have a relationship-building plan, not just a cold-bid strategy
- ☐ I understand teaming and subcontracting as a legitimate path to my first or next award, not a fallback
- ☐ I have a plan for what happens after I win, staffing, cash flow, delivery
- ☐ I could describe my past performance as a pattern, in one sentence, right now

Your FPP Diagnostic

Count how many boxes you checked in each pillar, out of five, and enter the totals below. This is not a test you pass or fail, it is a map of exactly where to focus first.

Foundation score:

out of 5 checked

Positioning score:

out of 5 checked

Performance score:

out of 5 checked

Reading your score

- 4 or 5: this is genuinely a strength. Do not spend more time here than it needs.
- 2 or 3: this is your real opportunity, small fixes here move fastest.
- 0 or 1: this is likely the actual reason contracts have felt out of reach.

Your One Honest Answer

Of the three pillars, which one is genuinely weakest for you right now, not the one that feels most urgent, the one that is actually holding the other two back?

Bring This With You: if you're continuing into the masterclass, bring this worksheet and your diagnostic scores. Everything we build together will start from exactly where you scored lowest, not from the beginning as if we don't already know.