

Kate McEnroe

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CONSULTING

# By Popular Request A Site Selection Medley



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# What's Going On?

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- Sources of projects
- Destinations of projects
- Global issues

# Tell Me What You Want

## What You Really Really Want

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- Ready to go sites and infrastructure
  - Necessary but not sufficient
- Ready to go people
  - Now, without remedial training
  - Future local pipelines
  - Appeal to regional/national workforce
- Ready to go approval processes

# Who Do You Love?

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- Rankings mean very little to me
- Line item comparisons mean very little to me
- Product changes often take time
  - Costs
  - Capacities
- Processes can be changed at any time
  - Information Quality, Organization & Distribution
  - Customer Service Relationships

# Who Do You Love?

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- Indiana is not really the product that is chosen
  - Don't worry, neither are Michigan, Iowa, Illinois, Kentucky
  - Very few factors are consistent throughout any state
- Authentic regions are products

# Who Do You Love?

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- OK, here's the answer
  - State level visibility and service is better now in Indiana than in many years
  - State level visibility and service appears to be stronger than in several adjoining states, though Ohio is coming on strong
  - Indiana's local and regional organizations have greatly improved their visibility in recent times
  - On the product issues, Indiana does not suffer from generic fatal flaws, nor enjoy a generic free pass

# Good News, Bad News

## The RFP Blues

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- The Good News Is
  - If you get one, you've probably already cleared several hurdles
- The Bad News Is
  - They come in several flavors:
    - Vague Probes
    - Laundry List Questionnaires
    - Targeted Inquiries
  - You won't have enough time

# Good News, Bad News

## The RFP Blues

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- DO THIS
  - Have the necessary homework done
  - Answer the questions
  - Give examples where you can't give specifics
  - Stick to the desired format
- DON'T DO THIS
  - Give everyone in the region a chance to submit
  - Submit sites that aren't sites
  - Emphasize packaging over content