

## **LDC 2-1: Go/No-Go Process**

### **Abstract**

The pursuit of a project needs to follow a structured process of research and strategy aimed at strategic or long term clients to which the firm has a relationship with. The first step is to make a “go/no go” decision on the pursuit. The go/no go decision is not about whether your firm is capable of performing the work in question. Instead, it is about whether your firm can actually win the work. To help assess whether a given pursuit is a wise investment of your firm’s resources and to help evaluate your firm’s overall chances of winning the work in question, a well-structured go/no go process is critical.