

## **GEO 3-1: 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 can perform the work in question. Instead, it is about whether your firm can 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.