

February 27, 2025  
Invitation from ASQ  
Innovation & Government Divisions  
Virtual Webinar

DATE:

Thursday,  
February 27, 2025

**The Future of Business Development:  
An Innovative Approach to Dialogue  
and Decision-Making**

This is a virtual/online  
webinar via Webex. Log-in  
information will be provided  
on the registration  
confirmation email.

Time: 4:00 pm – 5:00 pm PST

(check website to confirm time)

**There is no charge for ASQ  
members or non-members**

**[Advance registration](#) is  
required**

Attendance at this webinar earns  
RU credit toward ASQ  
recertification.

More information about ASQ's  
Innovation Division is available  
[here](#). Learn more about ASQ's  
Government Division [here](#).

For more information about our  
ASQ section and other upcoming  
events: [www.asq614.org/](http://www.asq614.org/) or our  
[myASQ community site](#).



**Peter Lierni**

**Founder, Solutioneering and Co-Founder, SET™**

This presentation will explore how innovation is reshaping the business development lifecycle through the role of the Solution Facilitator. Learn how structured dialogue, collaborative analysis, and independent facilitation are driving more effective strategies for competitive procurement. Discover how this approach leads to deeper insights, better decision-making, and more successful outcomes for your business in a fast-evolving landscape. Empower your team to enhance value, mitigate risks, and stay ahead of the competition.

- **Understand the Role of Innovative Dialogue in Business Development:** Gain insights into how structured, collaborative dialogue can enhance strategic decision-making and drive successful outcomes in competitive procurements.
- **Explore the Function of the Solution Facilitator:** Learn how an independent facilitator can bridge gaps in the business development lifecycle, fostering deeper analysis and critical thinking to create a winning strategy.
- **Apply Innovative Techniques for Competitive Advantage:** Discover practical approaches to transforming business development processes, enabling your team to adapt and thrive in a dynamic and evolving market landscape.

*About the speaker: Peter Lierni has more than two decades of experience designing and developing winning solutions. He has worked in the federal, state, local, and international market spaces. Peter is the Founder of Solutioneering and Co-Founder of SET™, which is a collaborative, strategic analysis software that helps business development teams win competitive procurements to increase revenue, reputation, and intellectual capital - i.e., company value. His book, Solution Engineering: Winning Proposals are Engineered, not just Written, teaches a simple yet powerful, deliberate, engineering-based approach to designing proposal solutions.*