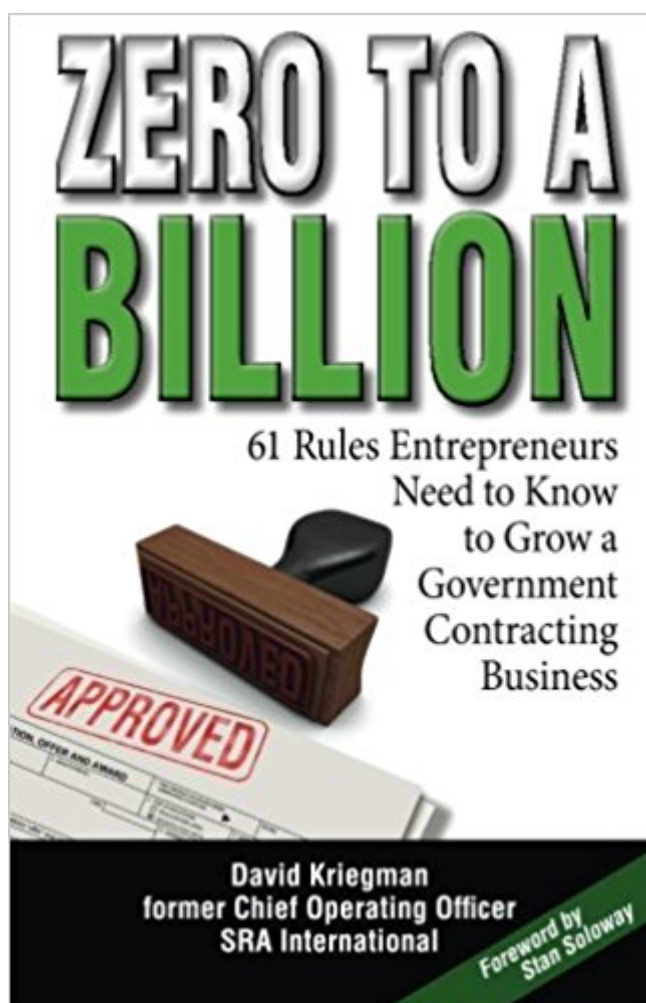


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# Zero To A Billion: 61 Rules Entrepreneurs Need To Know To Grow A Government Contracting Business



## Synopsis

Zero to a Billion is an insightful, practical, how-to guide for entrepreneurs who want to build a successful government contracting business, written by an experienced and respected expert in the field. The federal professional services market is one of the world's largest, and one of the most competitive. Companies struggle to compete and prosper. In Zero to a Billion, David Kriegman, former SRA International executive, presents techniques to help companies succeed where many have failed. His book goes beyond standard compliance books to provide answers to questions like these: Why do some companies grow while others stagnate or go out of business? How do you differentiate yourself and compete with much larger companies? Why do you lose work when the customer says you are doing a good job? How do you attract, retain, and motivate top talent? Why do some acquisitions succeed while others are considered less than a success or even a failure? Kriegman draws on his thirty years of experience to illustrate the essential lessons of strategy, business development, cultural issues and operations with real-world examples and actionable ideas. The book is recommended for new and mid-career managers as well as seasoned executives.

## Book Information

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## Customer Reviews

I've known David Kriegman as an outstanding manager and leader, both at SRA and afterwards. His book, Zero to a Billion, is loaded with great ideas or rules that are practical, sensible, and based on real life experience. I highly recommend it to every manager, not only new or

mid-career executives but also anyone who has been in business for a while and is still open to new ideas. David has written a value-packed book that's a must read. --Renny DiPentima - Former President and CEO of SRA International  
Zero to a Billion explains why some companies succeed and some don't. David uses his experience to present easy-to-follow rules for growing and managing a successful company. Each rule is illustrated with real-world examples that bring the rule to life. Anyone who wants to take their company to the next level needs to read this book. It should be on every manager's reading list. --Duane Andrews - Former CEO, QinetiQ North America; Former COO, SAIC; Former Assistant Secretary of Defense  
Doing business with the federal government means having to comply with a bookshelf full of laws, regulations, directives and agency practices. Almost all of them dictate how to be a compliant government contractor. Nowhere in that minefield are there techniques to be a successful government contractor. Dave Kriegman's three core principles and 61 rules provide business leaders with actionable steps to be that successful federal professional services contractor. You should hope your competitors aren't reading this, too. --Alan Chvotkin, Esq. - Professional Services Council

David Kriegman has spent 30 years growing and managing companies that provide professional services to the government. At SRA International, Mr. Kriegman served in many leadership roles from project manager to chief operating officer during a time when SRA grew from \$5M in annual revenue to over \$1B. Before becoming SRA's COO, Mr. Kriegman was the director of Defense Systems; he grew that business from \$48M to over \$400M in seven years. While he was an executive at SRA, the company was recognized seven times by Fortune magazine as one of the 100 Best Companies to Work For. When he was COO, SRA was recognized by Washingtonian magazine as one the best places to work in the D.C. area. After leaving SRA, Mr. Kriegman became president of a venture capital-backed start-up and later served as president of a company formed through multiple acquisitions. Mr. Kriegman's acquisition experience covers both buying and selling companies. Currently Mr. Kriegman serves as CEO of Z2B, LLC, a firm established to help other companies achieve their strategic growth goals. His current clients include companies of all sizes, from start-ups to established public companies with revenue of over \$2B. In addition to his consulting and speaking activities, Mr. Kriegman serves on the board of several companies.

If I could recommend only one book to any small business looking to "crack the code" on how to systematically and significantly grow their Federal business, that book would be Kriegman's "Zero To A Billion" or

Z2B. Not only does the book lay out 61 Rules (sounds like a lot but each one is simple and necessary – ignore at your own peril!) for systematic, sustained growth, but, using examples from his personal experience, the author reveals hidden secrets to success. All the advice comes from a perspective of honesty and business integrity – an essential ingredient in doing business with the US Government. The advice and admonitions are and cogent, compelling and instructive, pulling real-life examples from his own personal experiences. This book should be mandatory reading for anyone and everyone who’s serious about launching or sky-rocketing their US Government Business today!

This book is an education for anyone interested in learning about government contracts. Most materials about this subject are frustrating and will lose the reader due to the overabundance of minutiae. This is not the case with this book. Mr. Kriegman clearly explains what it takes to become successful (let alone survive) in dealing with the government as a contractor. His experience and vast knowledge of the matter isn’t just limited to this area of business. He provides perspective that can be utilized in the commercial arena. This IS NOT a get-rich quick book! This isn’t a "magic bullet" or "magic Lamp" to untold riches. This is a rich, informative book that (applied with the right discipline, hard work and polish) can help create the structure needed to become successful in this niche business for years to come.

This book offers an engaging perspective on how to achieve success in the government contracting market. As a reader of many other general books on corporate strategy, organizational structures, and management, I enjoyed seeing those ideas applied specifically to the unique aspects of competing for government contracts. Kriegman has a wealth of experiences in what worked and didn’t work, and nearly distills those into specific guidelines for making seeking success. The book covers business development and proposal strategy very effectively, and the sections on strategy are also well done. The "rules" format is memorable and gives a structure to might otherwise be disjointed bits of advices that don’t fit into an overarching structure. However, the part that resonated with me the most was the importance of focusing on making the customer successful as the key to actually being good, and it is this theme that ties much of the book together. Overall, it’s a quick and light read, and I’ve already gone back to several of the rules more than once. I’ll come back and update this review once we get to half a billion.

David is a gifted leader and manager that has been very successful in helping professional services

firms grow in the federal government market. His 61 rules are practical, actionable steps companies of any size can take to better position themselves to grow, but do it in such a way to effectively handle the growth. The stories bring the rules to life, letting the reader fully understand the rationale behind each rule. I highly recommend this book to anyone providing services to government.

I read the book and then I went back and bought 25 for my sales force and peers. We will have a book circle about this. David is a recognized super-successful business development (or salesperson for us manufacturers) and executive, and I have met a few execs like David. BUT I haven't met any executives or senior leaders willing to share his insights regarding his own and his observed successes and failures. Two quick examples are: 1) write the executive summary first before you hand the proposal to the engineers and SME. If the proposal team doesn't understand your vision early then the engineering and solutions will be created and drafted incorrectly. 2) do the unexpected when the market offerings or RFPs look the same to the customer. David's team delivered a respected CIO as a PM to a prospect who was joyous with the hiring even though the CIO didn't have direct functional expertise. David's team delivered a leader rather than a SME which was a great differentiator. I keep this book on my desk to share the insights with the sales, business developers and proposal developers. Is there a sequel?

Perhaps the best book I've read describing the inside angles of the Defense/Government contracting environment faced by professional services firms. David shares 61 key insights divided into five logical areas: Strategy, Business Development, Operations, Talent Management, and Mergers & Acquisitions. Each insight offers Kriegman's views based on his experiences, and will provide great conversation fodder for my professional colleagues. After 25 years in the business, I'm sufficiently impressed that I've bought several copies for my team, and I've recommended the book to many of my peers.

David's 61 rules helped me with immediate issues and provided solutions for the future as we grow the company. It is a ready reference for any size business—small, medium and large. I've read it forward and backward and continue to review the chapters as I see the need. David continues to help with advice and consultation. The book along with his advice will help your business. Gary J. Gray, President and CEO, Acquisition Systems Associates, Inc.

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