

Lessons Learned Review

Opportunity Name:	
Customer / Client:	
Bid / Project Reference:	
Date of Review:	
Review Participants	
Section 1 – Overall Outcome	
Final Result (Win / Loss / Other):	
Summary of Outcome:	
Customer Feedback (if available):	

Lessons Learned Review

Section 2 – What Worked Well?	
Proposal development process:	
Team collaboration:	
Customer engagement:	
Solution / value proposition:	
Tools / templates:	
Section 3 – What Could Be Improved?	
Proposal development process:	
Team collaboration:	
Customer engagement:	
Solution / value proposition:	
Tools / templates:	

Lessons Learned Review

Section 4 – Key Lessons Learned	
Lesson 1	
Lesson 2	
Lesson3	
Lesson 4	

Section 5 - Action Plan

Improvement action	Owner	Deadline	Status
Example: Create standard storyboard template for exec summaries	Bid Manager	15 October 2025	Open