



Practical Training & Development

The Pulse provides comprehensive training and facilitation support explicitly tailored for federal contracting professionals, equipping them with the most relevant and practical insights for their unique needs in the federal marketplace.

Our programs meticulously navigate the complexities of government contracting, ensuring participants gain a thorough understanding of current regulations, procurement processes, and best practices through real-world scenarios and case studies.

Results

Our BD 360°® system delivers a proven, repeatable framework for federal business development. Participants learn to identify high-value opportunities, build purposeful relationships, and develop competitive proposals with clarity and confidence.

Through practical tools and structured guidance, we transform reactive sales activity into proactive, strategic execution – equipping growth teams to operate with discipline, accelerate pipeline decisions, and win more intentionally in the federal marketplace.

By mastering the BD 360° framework, participants gain the necessary skills to -

- Strategically align organizational capabilities with the right government initiatives and missions to ensure that resources are used effectively and relevant skills are maximized.
- Conduct thorough, proactive market surveillance to identify promising opportunities early, enabling organizations to respond swiftly to emerging government requirements and funding announcements.
- Assess solicitations meticulously, making informed and prompt bid decisions while strategically allocating resources to projects that offer the most significant potential for impact and success.
- Leverage comprehensive data-driven insights to refine and enhance bid and proposal workflows, developing targeted strategies that not only drive momentum but also motivate team members to achieve their best work and exceed objectives.

Signature Approach

Our signature BD 360°® framework powers every training program, shifting federal growth teams from task-doers to strategic operators.

BD 360° cuts through the complexity of the federal market, turning challenges into a clear, repeatable path to sustainable success.

Built on smart planning, intentional relationships, and market intelligence, BD 360°® gives federal growth leaders the clarity, tools, and confidence to think strategically, act decisively, and win more – with purpose and precision.



FEDERAL POLICY

Focuses on how congressional actions, regulations, and bills impact the “who, what, when, where, and how” of discretionary funding.



MARKET INTELLIGENCE

Focuses on how to analyze the market, competition, and federal consumers accurately.



BUSINESS DEVELOPMENT

Focuses on key activities and tasks at each phase of the federal proposal lifecycle.



PROPOSAL MANAGEMENT

Focuses on practical and critical skills to manage federal proposals in today's global environment.

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Facilitators



LISA SHEA MUNDT CO-FOUNDER

Ms. Lisa Shea Mundt is the Co-Founder of The Pulse™. She has 13 years of experience in Federal Proposal Development and procurement trend analysis and reporting. She has touched over 200 proposal efforts totaling billions of

dollars in wins across many Government departments and agencies. In addition to her proposal abilities, Ms. Mundt is a renowned training Facilitator experienced in training clients on Business Development, Capture Management, Proposal Management, and overall coaching. She is a frequently leveraged industry pundit, providing quotations and content and speaking to trade publications and associations. She received her BA with a double major in Writing, Rhetoric, and Technical Communications + Media Arts and Design and her MA in Writing, Rhetoric, and Technical Communication from James Madison University (JMU). She is pursuing her PhD in Writing and Rhetoric from George Mason University (GMU). Ms. Mundt sits on the JMU Federal Dukes Alumni Chapter board and is the President-Elect of Women in Technology (WIT). She maintains The Pulse's business operations and uses her experience to help manage the company's strategic business direction and growth efforts.



AMBER HART CO-FOUNDER

Ms. Amber Hart is the Co-Founder and Co-Owner of The Pulse™. She is a recognized expert and speaker in navigating congressional, federal, and industry-relevant data and sources, and she has spent more than a decade

selling to the federal government. As the Chief of Research and Analysis, she maintains The Pulse's portfolio of clients, advising them on federal business development and growth strategies. In addition to her advisory abilities, Ms. Hart assists clients with federal proposal responses and facilitates federal contracting training. Ms. Hart currently serves as the immediate Past President of Women in Technology (WIT), sits on the Advisory Board for the Center for Government Contracting at George Mason University (GMU), and is an active member of the Professional Services Council (PSC) and Women's Procurement Circle (WPC). As an advocate for the entrepreneurial and federal contracting industry, Ms. Hart has testified in front of the U.S. House of Representatives Small Business Committee, participated in the Biden Administration's 2022 Supply Chain Ministerial Forum, and recently spoke on a panel for the U.S. Patent and Trademark Office (USPTO) 2023 Women's Symposium.



HALEY BOULANGER SENIOR BUSINESS DEVELOPMENT ANALYST

Ms. Haley Boulanger is a Business Business Development Analyst at The Pulse™. She received her Bachelor's in Political Science with a concentration in National Security Studies from Virginia Tech (VT). As an undergraduate

student and an intern at The Pulse™, she conducted research on and for private and government entities, engaging with a wide range of topics relating to federal operations. Ms. Boulanger spearheads the company's Federal Agency Spotlight initiative, where she executes third-party assessments of federal websites and vendor outreach material, as well as the team's monthly "Shredlets", which provide free bite-sized training on topics critical to the ecosystem. These projects prove her expertise in the federal acquisition space, including identifying spending trends, analyzing product/service markets and the federal government as a consumer, utilizing procurement tools and research practices, and understanding acquisition trends. Her dedication has made her fluent in federal procurement spending data, as well as an asset to clients in the areas of proposal compliance and trend analysis.

Experience

FEDERAL GOVERNMENT AND INDUSTRY TRAINING

Since our inception, The Pulse™ has advised over 80 organizations, including federal agencies and Fortune 100 companies, to support their mission, initiative, and objectives. In addition to our internal and customized training offerings, we have designed, developed, and facilitated training programs for various organizations, including but not limited to:

- General Services Administration (GSA)
- National Veteran Small Business Coalition (NVSBC)
- The Open Contracting Partnership (OCP)
- U.S. Canadian Embassy
- George Mason University (GMU)
- James Madison University (JMU)
- Global Supply Chain Ministerial
- U.S. House Small Business Committee
- Loudoun County Chamber of Commerce
- Prince William Chamber of Commerce
- Public Spend Forum (PSF)
- Reston Chamber of Commerce

Tailored Learning

We offer customized courses specifically designed to deliver targeted information, expert guidance, and practical methodologies.

By partnering with our experienced team, federal stakeholders—including both government agencies and industry representatives—gain access to tailored curricula that address their particular objectives, mission requirements, and strategic initiatives.

Our courses are crafted to ensure relevance and applicability, equipping participants with the skills and knowledge necessary to effectively navigate their unique challenges and drive meaningful results within their organizations.