



# THE 30-DAY FOCUS WORKSHEET

## **30-Day Focus: Stabilize Cash Flow and Strengthen Revenue Predictability Across Major Contracts**

Even high-earning MWBE firms can experience cash flow stress between progress payments or project cycles. This month's focus is on reinforcing financial consistency, not by chasing more contracts, but by stabilizing the work and relationships that drive recurring, high-value opportunities.

## Identify Your Most Reliable Revenue Source

Which type of contract, client, or funding stream provides your most predictable cash flow or fastest pay turnaround? **This helps you prioritize your time toward relationships that produce repeatable revenue.**

Examples:

- Multi-year on-call or IDIQ contracts
- Subcontract scopes under master service agreements (MSAs)
- Task orders or change orders from trusted primes
- Direct city or state contracts with consistent invoice cycles
- Facilities, OGS, or agency maintenance scopes that renew annually
- Continuation projects under the same capital program

(e.g., JFK, DEP, MTA, NYCHA)

**Write yours here:**

## Identify WHO Drives the Most Consistent Work or Awards

List the decision-makers or procurement partners who most influence your steady revenue. **This could be primes, program managers, contracting officers, or agency contacts who already know your performance. A prime or CM that repeatedly invites your firm onto teams**

- A project executive or procurement director who advocates for your inclusion
- An agency supplier diversity lead or OGS contract manager
- A public-sector buyer who expedites your PO renewals
- A program manager who relies on your firm for specialized scopes

**Write their names or organizations:**

## Schedule a Weekly Relationship Strength Touchpoint

Consistency builds predictability. **Select a low-friction touchpoint each week to stay visible to the relationships that influence future awards.**

- Send a professional capacity update for upcoming bid cycles or project phases
- Share a milestone highlight or project success story that demonstrates performance
- Congratulate them on a recent contract win and position yourself for upcoming scopes
- Provide a summary of availability for the next mobilization window
- Offer to support with data, reporting, or compliance tasks that make their life easier

**Write your weekly touchpoint here:**

## Communicate Confidence and Readiness

Use this tone-elevated message template:

**Subject:** Checking In on Upcoming Opportunities

Hi [Name],

Hope your current projects are running smoothly. Our team just wrapped up [type of work/project] and has capacity opening for [scope/service] on upcoming [program/agency] projects.

If you anticipate any upcoming bid packages or task orders that align, we'd love to stay on your radar. Always appreciate the partnership.

Best regards,

[Your Name]

[Your Company Name]

[Certifications + NAICS Codes + Core Trades]

This communicates:

Financial and operational stability, Reactive readiness to perform.

Professionalism that primes and agencies value



## Track Predictability Indicators (Not Just Payments)

Each week, track movement that leads to predictable cash flow, meetings, bid invites, extensions, or scope expansions.

Week	Touchpoint Done?	Result (1–2 Words)	Notes
1	■ Yes ■ No		
2	■ Yes ■ No		
3	■ Yes ■ No		
4	■ Yes ■ No		

**The Metric:** stability of opportunity flow, not just invoices. When relationships and communication stay consistent, cash flow becomes predictable.