

## What makes Madrigal Communications stand out – a brief discussion with Tim Entwisle, Director of Madrigal Communications

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Madrigal Communications is an established Australian communication consultancy founded by Tim Entwisle.

Madrigal Communications is an established Australian communication consultancy founded by Tim Entwisle. The mission of the company is to improve the success rate of the proposals and tenders submitted by their clients.

The Madrigal Communications team have many years of experience in project management and winning tenders in most sectors including:

- Telecommunications and IT
- Energy – including electrical generation, supply and infrastructure
- Public utilities – particularly water and wastewater
- Construction – including industrial and commercial
- Infrastructure – including water and gas pipelines, and electrical
- Professional services including consulting services
- Building and grounds maintenance, arborists and machinery hire

The Madrigal team members have strong project management, business analysis and writing skills.

Question 1- What encouraged you to invest your time and money in a communication consultancy business?

I graduated as a zoologist but was unable to find a suitable job in my field. Instead, I took on many casual jobs before teaching science and maths in schools in Sydney and London. After teaching I started working as a research officer with Thames Water and then as a scientist with Sydney Water. From that I worked in project management and then marketing communications in the government sector and then in publishing.

This variety of jobs and opportunities allowed me to develop a range of freelancing skills in publishing, marketing and communications which, in 2007, I use as the basis to create Madrigal Communications.

Question 2 – “Do you take it personally if you don’t win the tender?”

No, we don’t take it too negatively. However it is incredibly satisfying to see our clients win a tender. If we lose, we work with the client to fight on and win another battle, another day. ^ ^ ^

The price of the tender offer is a major factor on the ultimate decision – and there is no way of determining what the competitors have submitted in their bids. We focus on enhancing the reputation of our clients by providing the best possible bid using their capabilities. It’s a bit like a sporting coach making sure that the athlete reaches their personal best on the day – we can do no

more than that.

Question 3- What inspires you the most?

The people that inspire me the most are not big business heroes that you read about in magazines, but the small to medium business owners that I meet. They inspire me because they are the ones who have built successful businesses up from the ground. They get no fanfare nor do they expect it. I think we all need to appreciate those people who have taken big personal risks and worked hard to create profitable businesses. They treat their employees like families and work long and hard to support the businesses and the people who work in them. They deserve all the success they have.

Question 4- What is your vision for the future of your company?

We have been in business since 2007, and since then we have successfully supplied our services to many clients, many have returned to us, time over time. We aim to grow in the next few years by increasing the size of our team, building a bigger client-base and investing more in our marketing efforts.

Question 5- Do you have any suggestions for aspiring tender writers?

To be a successful tender writer, you need to focus on the following:

- Reading the request for the tender document thoroughly to understand not only the client's requirements (outputs) but also the client's objectives (outcomes).
- Formulating a winning strategy that enables the tenderer to stand out from their competitors.
- Creating a well-written and well-presented tender document that very clearly delivers the client's needs and objectives.

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