

Shipley Book / Discipline Canon → Curriculum Map

The authoritative-source index: for every Shipley/APMP book and discipline, where the curriculum teaches the concept and where the machine encodes it — so a student can go from “curriculum concept” to “read the authoritative source,” and an integrator can see the one canon behind both renderings.

License note. Shipley and APMP publications are commercial, copyrighted works. The Dream DNA corpus paraphrases them in DreamLimited’s operating vocabulary (see `docs/licensing-shipley-corpus.md` and `docs/licensing-apmp-corpus.md` in `DreamLimited/dna`); it does not reproduce them verbatim. This page points students at the *original* authoritative sources for reading — it does not substitute for them.

How to read this page

- **Part A — the Shipley canon.** The five Shipley Associates publications/disciplines, what each covers, the curriculum home, the DNA encoding, and the stack-agnostic concept.
- **Part B — the APMP canon.** The APMP Body of Knowledge and the process standards, plus the certification ladder.
- **Part C — the discipline-to-source map.** A one-glance table: curriculum concept → authoritative source.
- **Part D — citation honesty.** What is cited where, and the licensing rule.

Part A — The Shipley canon

Shipley Associates has been teaching its capture-and-proposal method since the 1970s and gave the profession most of its shared vocabulary — capture plans, win themes, discriminators, ghost themes, color teams, the compliance matrix. The DNA corpus carries a paraphrase of the method (see `[shipley-dna-fusion-map.md](shipley-dna-fusion-map.md)` Part A), and this curriculum teaches the same concepts at doctrine altitude.

A.1 The Shipley Business Development Lifecycle / Business Development Process Guide

Canon element	What it covers	Curriculum home	DNA encoding (v0.18.2)
Business Development Process Guide (Shipley's BD lifecycle — the five-phase marketing → capture → proposal → negotiate → award arc, formalized as a 7-gate/7-phase process)	The whole business-development arc: market segmentation, long-term positioning, opportunity assessment, capture/opportunity planning, proposal planning, proposal development, post-submittal activities	literacy/industry-standard-canon.md (the BD lifecycle mapped onto the course); doctrine/03-the-pursuit-pipeline.md; modules/shared-core.md Session 2	rules/shipley-capture-gates.yaml (the 7-gate registry), playbooks/shipley-capture.md (gates 1–4), playbooks/shipley-proposal.md (gates 5–7), playbooks/pipeline-doctrine.md
The seven-gate review ladder	The decision checkpoints with entry/exit criteria: market → opportunity → pursuit → capture readiness → proposal → submission → post-submission	doctrine/04-gates-and-governance.md; literacy/industry-standard-canon.md (the 7-gate ladder); course/undergraduate-210-capture-and-pursuit-pipeline.md	rules/shipley-capture-gates.yaml

A.2 Shipley Capture Guide

Canon element	What it covers	Curriculum home	DNA encoding (v0.18.2)
Shipley Capture Guide	The capture discipline: the capture window, opportunity assessment, the capture plan, customer engagement, discriminators vs. baselines, ghost themes, the capture readiness review, bid/no-bid	doctrine/09-capture-and-competitive-strategy.md (the entire chapter); modules/graduate/elective-competitive-market-intelligence.md (GE 630)	rules/capture.yaml, rules/bid-no-bid.yaml, rules/teaming.yaml, rules/incumbent-displacement.yaml, playbooks/shipley-capture.md, playbooks/01-pre-rfp.md, formulas/capture-readiness-index.formula.yaml, formulas/bid-no-bid-rubric.formula.yaml, formulas/pwin-shipley.formula.yaml, prompts/personas/capture-manager.md, rag-corpus/shipley-capture-proposal-guide
Capture plan	The written declaration of how the pursuit will be won	doctrine/09-capture-and-competitive-strategy.md (capture-plan section)	rules/capture.yaml (win-strategy phase), playbooks/shipley-capture.md (phase map)
Win themes / discriminators / ghost themes	The differentiation vocabulary	doctrine/09-capture-and-competitive-strategy.md; modules/graduate/elective-competitive-market-intelligence.md	rag-corpus/shipley-capture-proposal-guide/shipley-discriminators-vs-baselines.md, shipley-ghost-themes.md; prompts/personas/discriminator-analyst.md

A.3 Shipley Proposal Guide

Canon element	What it covers	Curriculum home	DNA encoding (v0.18.2)
Shipley Proposal Guide (the classic “red book,” authored by Larry Newman; selected as a primary reference for the APMP Foundation exam)	Proposal production discipline: strategy, customer focus, outlining, storyboards, reviews, compliance, submission	doctrine/02-rfps- and- solicitations.md; doctrine/03-the- pursuit- pipeline.md (de- sign/audit/submit); modules/graduate/ele- proposal- management- color-teams.md (GE 640); course/undergraduate- 302-proposal- production-and- compliance.md (DL 302)	playbooks/shipley-proposal.md, playbooks/02-rfp-decode.md ... 04-proposal-production.md, rules/color-team.yaml, rules/submission.yaml, rules/section-1-format-compliance.yaml, formulas/compliance_parser.py, formulas/quality_gate.py, prompts/personas/proposal-manager.md
Color-team review cadence	Pink → Red → Gold → White-Glove review discipline	literacy/how- color-teams- work.md; modules/graduate/ele- proposal- management- color-teams.md	rules/color-team.yaml, rules/apmp-color-teams.yaml, prompts/critics/*.md, rag-corpus/shipley-capture-proposal-guide
The compliance matrix	The spine of a compliant, persuasive proposal	doctrine/02-rfps- and- solicitations.md; literacy/the-four- volumes.md	playbooks/compliance-matrix/compliance-ma- playbooks/apmp/apmp-compliance-matrix.md, rag-corpus/shipley-capture-proposal-guide

A.4 Winning Business

Canon element	What it covers	Curriculum home	DNA encoding (v0.18.2)
Winning Business (Shipley’s integrated methodology/workshop brand — the complete set of the above guides used together)	Competitive positioning across the whole BD lifecycle: how a firm wins business in the government market, methodically	literacy/industry-standard-canon.md (the canon as one system); modules/strategic-initiative.md (the doctrine as an operating system); modules/shared-core.md	The DNA corpus as a whole is the machine encoding of the integrated method: rules/ , playbooks/ , formulas/ , prompts/ , rag-corpus/ composed by playbooks/dream-sequence/autonomous-captu

A.5 Pre-Written Sections (Shipley’s proposal content library)

Canon element	What it covers	Curriculum home	DNA encoding (v0.18.2)
Pre-Written Sections (Shipley’s library of pre-approved, reusable proposal content modules)	Content management: centrally curated, reusable proposal sections (executive summaries, past performance, methodology, case studies) to cut production time and keep voice/formatting consistent	modules/graduate/elpd/proposal-management-color-teams.md (GE 640 — production system); literacy/the-four-volumes.md	playbooks/volumes/*.yaml , playbooks/documents/*.yaml , playbooks/pricing/*.yaml , playbooks/sbir-proposals/_base.md (the reusable structural templates); rag-corpus/dreamlimited-past-performance/ (DreamLimited’s own reusable PP content)

Part B — The APMP canon

B.1 The Body of Knowledge and process standards

Canon element	What it covers	Curriculum home	DNA encoding (v0.18.2)
APMP Body of Knowledge (BOK)	The reference standard and shared framework/terminology of the bid, proposal, and capture profession	literacy/industry-standard-canon.md (the canon, named); modules/graduate/proposal-management-color-teams.md; research/competency-model.md	rag-corpus/apmp-bok/ (8 chunks), playbooks/apmp/* (5 playbooks), rules/apmp-color-teams.yaml , rag-corpus/apmp-references.md
APMP Proposal Process Standards	Process-focused guidance on the proposal lifecycle	modules/graduate/proposal-management-color-teams.md	playbooks/apmp/apmp-proposal-flow.md
APMP Capture Process Standards	Capture-focused guidance	modules/graduate/competitive-market-intelligence.md; doctrine/09-capture-and-competitive-strategy.md	rules/capture.yaml , playbooks/shipleys-capture.md

B.2 The certification ladder

Certification	What it certifies	Curriculum home
APMP Foundation	Entry-level knowledge of the discipline, assessed against the BOK (Shipleys Proposal Guide is a primary reference)	literacy/industry-standard-canon.md (certification landscape); research/credential-mapping.md
APMP Practitioner / Capture Practitioner	Applied mastery of proposal / capture work	modules/graduate/elective-proposal-management-color-teams.md; modules/graduate/elective-competitive-market-intelligence.md
APMP Professional	Senior credential: demonstrated leadership + measurable impact	modules/doctoral/research-agenda.md; modules/strategic-initiative.md

Certification	What it certifies	Curriculum home
Shipley certification (star-based, APMP-accredited)	Correct application of Shipley’s method in real work	literacy/industry- standard-canon.md

Part C — The discipline-to-source map (curriculum concept → authoritative source)

The reverse look-up: a student who has read a curriculum concept goes here to find the authoritative book. This is the “read the original” index.

Curriculum concept	Where taught	Authoritative source to read
Where the money lives / the market	doctrine/01	Shipley Business Development Process Guide (market segmentation phase); APMP BOK (opportunity pipeline management); FAR Part 2
The pursuit pipeline	doctrine/03	Shipley Business Development Lifecycle Guide; APMP BOK (lifecycle stages)
Gates & governance	doctrine/04	Shipley Business Development Process Guide (the 7-gate ladder); APMP BOK (bid/no-bid gate)
Scoring & price-to-win	doctrine/05	Shipley Proposal Guide (price as strategy); Shipley Capture Guide (pricing posture)
The ORBITAL structure	doctrine/06	<i>DreamLimited’s own doctrine</i> (O.R.B.I.T.A.L. / UBF) — not a Shipley/APMP source

Curriculum concept	Where taught	Authoritative source to read
Capture & competitive strategy	doctrine/09	Shipley Capture Guide (primary); APMP Capture Process Standards
Win themes / discriminators / ghost themes	doctrine/09	Shipley Capture Guide (win strategy chapters); APMP BOK (win themes and discriminators)
Color teams	literacy/how-color-teams-work.md	Shipley Proposal Guide (color-team cadence); APMP BOK (review standards)
The four volumes + compliance	literacy/the-four-volumes.md	Shipley Proposal Guide (volume/outline discipline, compliance matrix); APMP BOK (compliance management)
Proposal production	modules/graduate/elective-proposal-management-color-teams.md	Shipley Proposal Guide (primary); APMP Proposal Process Standards
Post-submission, orals, FPR, debrief	doctrine/10	Shipley Business Development Lifecycle Guide (post-submittal activities); APMP BOK (post-submission)
Teaming / JV / subcontracting	modules/graduate/elective-teaming-jv-subcontracting.md	APMP BOK (teaming & partnerships); 13 CFR 121/125 (SBA affiliation/JV) — the legal text
FAR / DFARS	course/undergraduate-301-procurement-law-and-far-fundamentals.md	FAR (acquisition.gov) and DFARS — the law itself, not a book
Price-to-win finance (DCAA/CAS/TINA)	modules/graduate/advanced-finance.md	FAR Part 31 (cost principles); DCAA Contract Audit Manual; CAS; TINA (10 U.S.C./41 U.S.C.) — the regulatory text

Curriculum concept	Where taught	Authoritative source to read
SBIR / STTR	doctrine/01	SBIR/STTR statutes + SBA SBIR Policy Directive; sbir.gov
Certification landscape	literacy/industry-standard-canon.md	APMP BOK + APMP certification program; Shipley training/certification

Part D — Citation honesty

1. **No invented editions.** Shipley titles are cited by title (Shipley Capture Guide, Shipley Proposal Guide, Shipley Business Development Lifecycle Guide / Business Development Process Guide) without specific edition numbers, because the DNA corpus paraphrases the *current* edition and this repo must not assert an edition it has not verified. APMP BOK is cited as “v4” where the DNA provenance cites it; otherwise as “the current BOK.”
2. **License-clean corpus.** Every Shipley/APMP-derived DNA artifact restates the concept in DreamLimited’s operating vocabulary; verbatim Shipley/APMP text is never reproduced. Students who want the authoritative text must buy/borrow the original publication — this map points them there.
3. **The concept is the durable thing.** The Shipley books and the APMP BOK are the *canon*; the DNA corpus is the machine encoding of that canon; the curriculum is the human rendering of that canon. When a new Shipley/APMP edition changes vocabulary, the change is recorded in the DNA map (`shipley-dna-fusion-map.md`) and this book canon — never by rewriting a doctrine file.
4. **Where the two canons overlap.** Shipley owns the seven-gate BD lifecycle topology; APMP layers production-discipline detail on Shipley’s color-team cadence. Both are carried in DNA (`rules/shipley-capture-gates.yaml` + `rules/color-team.yaml` for Shipley; `rules/apmp-color-teams.yaml` + `playbooks/apmp/*` for APMP). The overlap is complementary, not duplicate.