

1-day

Effective Business Proposal Writing workshop

Overview

The typical business executive or professional spends approximately 20 percent of their time writing. Yet, writing is a skill few seek to improve once they enter the business world. Every manager and executive has to write reports or proposals occasionally - in fact for most of them it is a regular part of their jobs – proposals to the board, monthly reports, research reports and proposals to customers. They are a standard management tool without which it would be impossible to function efficiently.

We have all read enough badly written reports to know that writing a good proposal is not all that simple. A bad proposal may contain all the facts but presentation, in terms of structure and layout, is often the clinching factor.

Once participants learn the skills of professional report and proposals writing they are far more likely to achieve the results required.

Key Objectives

- Identify the relevant contents to be included in their proposals
- Present their proposal in an impressive and readable layout
- Write convincing proposals that will achieve the desired results
- Ensure that the content and style of their reports are maintained

Participants

- Executives and managers who wish to enhance their business proposal writing skills