Course Outline: Writing Winning Proposals

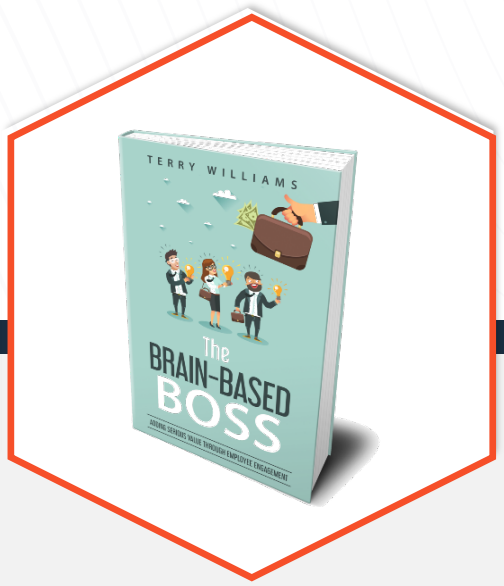
Course Length: 3.5 hours

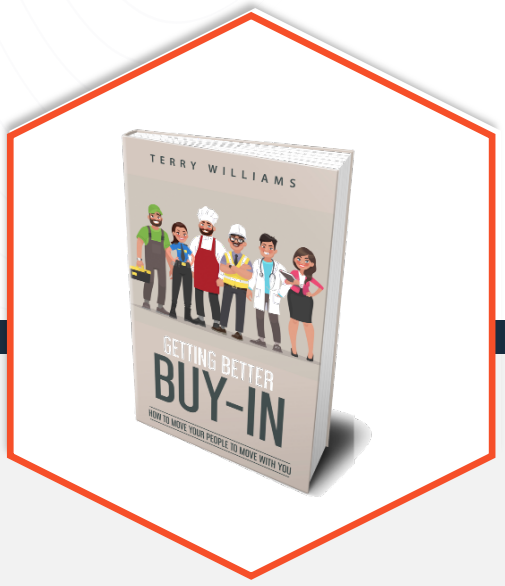
OUTCOMES

- **Understand the 4 Main Categories of Proposals:** Technical, Sales, Cost, and Professional Services proposals.
- **Navigate RFPs Effectively:** Learn key components requested in RFPs, including organizational background, solution details, project timelines, and decision matrices.
- **Master the Proposal Writing Process:** Execute a structured 7-step workflow from needs analysis and goal statements through to research, drafting, editing, and polishing.
- **Apply Principles of Good Business Writing:** Incorporate clarity, concision, structure, purpose, audience awareness, and proofreading to minimize reader cognitive load.
- **Review English Language Fundamentals & Style:** Master grammar rules, punctuation usage, common word differentiations, active vs. passive voice, and readability statistics.
- **Structure Winning Proposals:** Utilize robust frameworks (such as 5-part structures, tailored sales frameworks, and Information Mapping) that prioritize reader-centric benefits and clear calls to action.
- **Write High-Impact Emails & Proposals:** Implement action-oriented hooks, clear subject lines, and structured formatting for modern digital communication.
- **Use Inclusive & Justifiable Decision Tools:** Apply weighted decision matrices for collaborative team decision-making and option evaluation.
- **Effective Editing & Proofreading:** Systematic review covering structure, content, tone, and clarity before final submission.

You'll see a variety of learning strategies: cooperative / collaborative, constructive, experiential, Socratic, accelerated learning. Participants will experience rotation of paired / small group work, the creation or completion of partial existing content to adapt it to their own situations, the tactical use of purposeful questions to guide people to self-discovery rather than just telling, intermittent problem-solving team-based challenges, a welcoming learning environment that gets the learners and their brains ready to learn.

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