

Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

Writing and Winning Proposals

Course Overview

How often do you read a proposal that grabs you?

Most proposals contain excessive information and are not to the point, let alone effective.

Writing effective proposals is an art which not many people master. However, it is something that is more than something which can be learnt, it is a technique to be mastered.

Delegates prove easily capable of writing a winning proposal if they receive best writing practices and get proper training.

In this course delegates will be trained to use the right structure and lay-out for directing the customer's attention to the core message and formulate a closing statement that instigates desired action. That way, writing effective proposals becomes fun and productive rather than an ordeal. Make sure delegates are one of the winners, by repeatedly practicing their writing whilst remembering to be effective.

Duration

- 1 Day

Training Objectives

- Prepare reports and proposals that inform, persuade, and provide information.
- Review your work so that it is clear, concise, complete, and correct.
- Apply these skills in real work applications.



Course Outline

The stages of report writing

This session will introduce the four stages of report writing: investigating, planning, writing, and revising.

The first stage - investigating

The first step is to gather the information for the delegate's report. In this session will give delegates some guidelines to ensure that what they gather is accurate.

The second stage - planning

Next, delegates will learn how to plan a report based on information gathered during the first stage.

The third stage - writing

This session will give delegates some ways to ensure that their writing is clear, concise, complete, and correct.

The fourth stage - revising

In this session, delegates will learn about the importance of revision, including spelling and grammar checks.

Using headings

This session will provide a brief introduction to organizing a report.

Charts and graphs

Next, delegates will learn the right way to add charts and graphs to their report.

The proposal

During this session, delegates will learn how writing a proposal is different from writing a report. Delegates will also review the ten steps to successful proposal writing.

Persuasion

This session will look at finishing touches for a report, including steps in the persuasion process, how to design your message, and how to deal with tough questions.

Practical application

To summarise all that they have learned, delegates will peer edit each other's work.

Giving credit

This final session will focus on documentation methods and styles.

Workshop wrap-up

At the end of the workshop, delegates will have an opportunity to ask questions and fill out an action plan.