



**THE
ENTERPRISE
CENTRE**

Proposal Writing

ENT

1 Day

Objective

This workshop will be for anyone who has to persuasively sell an operational or project plan, articulate the merits of an innovation, market a new product or service, or form financial agreements with potential partners and stakeholders. It will explore the principles of good proposal writing beginning with key definitions and ending with concrete samples of effective proposal-writing techniques. The course will guide the participant through the eight essential components of a proposal and deal with the most common proposal-writing problems – especially around issues of knowing the audience, formatting, clarity, length and writing style.

Process

Participants will practice writing components based on a fictitious proposal. The writing will be reviewed by the instructor. Particular attention will be paid to the development of a concise and convincing argument. Feedback from the reviews will stimulate further discussion of the topics covered and provide the necessary practice for later use in their personal and work environments.

Participants will be able to

- Write clear and convincing proposals
- Articulate arguments with the reader in mind so they know why they should consider the writer's request
- Incorporate an understandable budget component
- Avoid common proposal writing pitfalls
- Include critical content often ignored, like staff development implications or other miscellaneous considerations