

EFFECTIVE PROPOSAL WRITING

COURSE INTRODUCTION

A QUICK INTRODUCTION



- This course teaches participants both the planning and writing process necessary to write an effective proposal.
- This is a practicum course, divided in 4 learning sessions
- During the course, supported through the REP-EAT e-learning platform, you will plan and write an actual project proposal with instructor review and guidance of incremental steps.
- The course also includes a final coaching session to review your one page proposal and ensure future proposals are strong
- A final test will help you to self-assess your knowledge
- Slides and supporting materials + the guidance to the Labs can be accessed through the e-learning platform, by clicking on the 'modules' titles

A QUICK INTRODUCTION



In this course you will learn:

1. The most efficient process to plan and write a proposal
2. How to tier information logically
3. How to persuasively frame the numbers, deliverables, and terms to ensure profitability and prevent project creep and meet client objectives
4. How to use language that is clear, compelling, and correct

This course includes award-winning instructor feedback on incremental exercises and live coaching for the proposal you will write in the course.