

Business Proposals - How to Write One

Developing and implementing business proposals is a key function of middle and senior management. This course provides delegates with a structured approach to devising realistic, achievable, relevant and measurable business proposals.

By the end of the course delegates will be able to:

- describe who has an interest in the proposal- and why
- structure a business proposal effectively
- define key strategic and financial implications
- utilise proven techniques in effectively researching the business case
- have the confidence and skill to present a business case to the Board

The course includes:

- developing a model for business, performance and strategic planning
- policy, mission, vision and objectives - using the right language
- research techniques to accurately identify the strategic needs

- the link between long, medium and short-term plans and monitoring their progress
- structuring and presenting the proposal
- Implementation- critical success factors and overcoming barriers to achievement

This course is suitable for senior and middle managers, and anyone who needs to develop and implement business proposals and are unfamiliar with the process.

Duration: 2 days



The Island Partnership

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