# Writing Business Cases and Proposals

This course is ideal for anyone needing to learn how to write business cases and proposals.

We'll introduce you to tried and tested structured writing techniques that will help you plan and write business cases and proposals with the power to influence. Clearer, more persuasive documents mean you're more likely to get the sales and approvals you want.

## Snapshot

Duration: 1 day

## Learning Outcomes

At the end of this program you will be able to:

- Analyse and plan a business case/proposal

- Apply the structured writing approach to writing

- Create a document outline and sequence it appropriately

- Use templates appropriately

- Write effectively using plain language

- Present information appropriately using lists, tables and graphics

- Edit documents

## Course Content

### Setting the Context

- Introduction

- Reader and writer challenges

- What makes a business case or proposal successful?

### Analysing and planning

- Planning

- Identifying your purpose and intended outcomes

- Analysing your readers

## Structured writing - design guidelines

- What is structured writing?
- Structured writing in action
- Elements of structured writing
- Design guideline
- Chunking guideline
- Advance organiser guideline
- Consistency guideline
- Proximity guideline

## Structured writing - units of information

- Units of information
- Bites
- Bite headings
- Types of bite headings
- Topics
- Topic headings

## Creating an outline

- Approaches to identifying your content
- Templates - instant outlines
- Examples of outlines for business cases and proposals
- Creating a customised outline
- Different approaches to creating outlines
- Reader focused dialogue approach
- Persuasive writing
- Using executive summaries and appendices

## Writing guidelines

- Plain language
- Choosing the right words
- Using the right tone
- Sentence construction

## Presenting your business case or proposal

- Presenting text
- Presenting tables
- Presenting graphics and charts

## Editing your document

- The editing stage
- Editing against your plan
- Editing for structured writing
- Editing for readability
- Proofreading