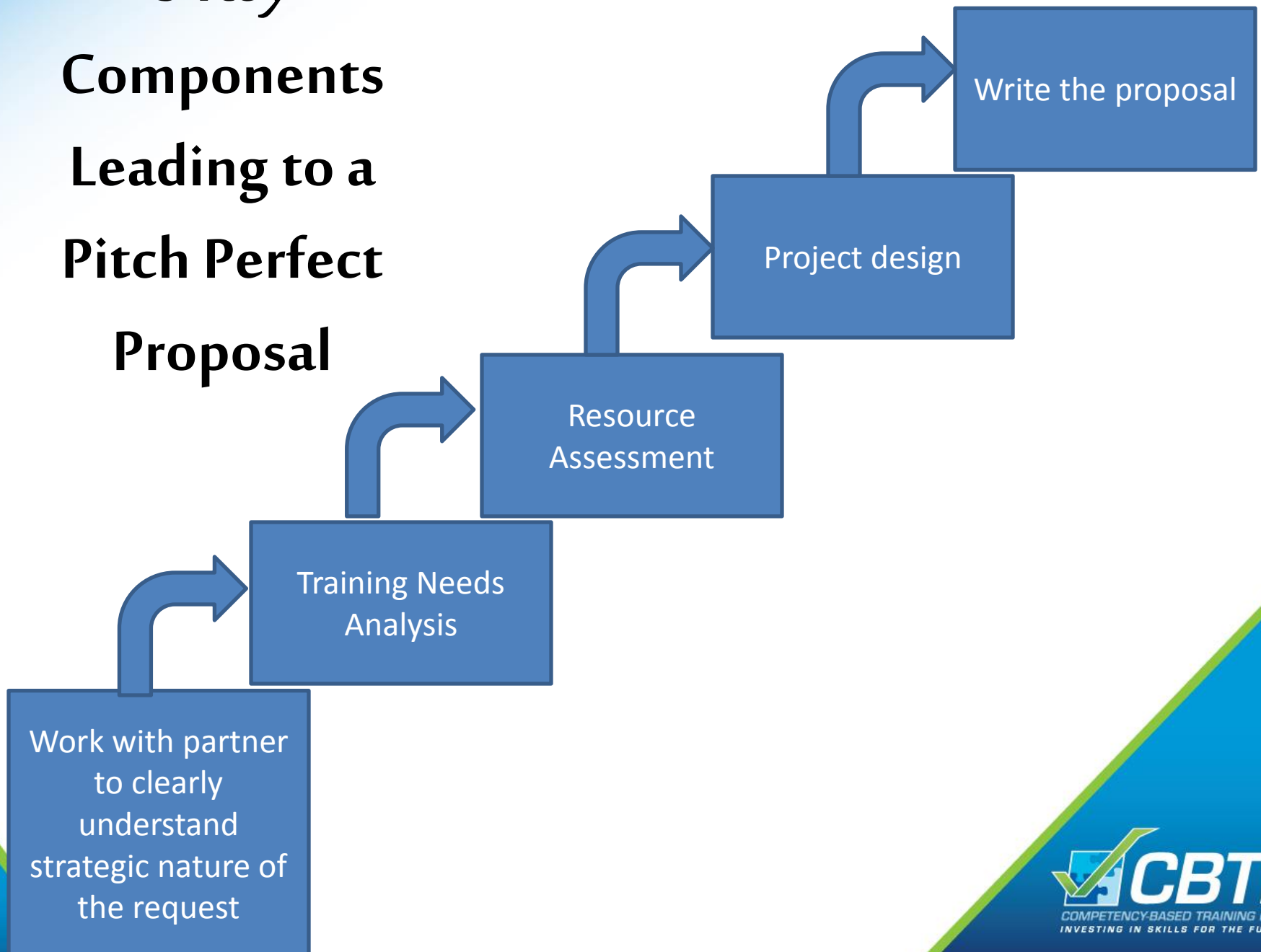# Pitch Perfect Proposal Writing

Presented by: Stephen Savoury
Director of Training, BIMAP

Agenda

- ✓ What are the key components needed to be understood before writing a proposal?

- ✓ What are the most important things the CBTF/IDB wants to know about the proposal?

- ✓ What are the most important things YOU have to show in the proposal?

- ✓ What do we put into the detailed implementation plan?

- ✓ What other key information (and appendices) should be included in the proposal?

5 Key Components Leading to a Pitch Perfect Proposal

Write the proposal

Project design

Resource Assessment

Training Needs Analysis

Work with partner to clearly understand strategic nature of the request

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CBTF/IDB want to know.....

- Is there clarity on:
  - Partner inputs and resource allocation
  - Whether the need/diagnosis was properly identified.
  - What the activities are going to do.
  - Who is going to do it.
  - Where and when it is going to be done.
  - In what order of precedence is the implementation going to proceed

You the partnership will have to show....

- IMPACT – What change(s) the partnership seeks to make to the circumstances of the employer/association as a result of the training.

- EFFECT – What changes in the knowledge, attitudes, skills and behaviours are needed of the employees that contribute to the impact.

- OUTPUTS – What outcomes must be in place before the effects can take place.

- ACTIVITIES – The technical and support tasks required to produce the outputs.

- INPUTS – Resources required to support your activities

What do we put into the detailed implementation plan?

USE THE TEMPLATE!!!

- ✓ 1a + 1b. General Information
- ✓ 2. Training Issue Description
- ✓ 3. Objectives and Targets
- ✓ 4. Operational Description
- ✓ 5. Institutional Arrangements
- ✓ 6. Estimated Budget and Cost per Trainee
- ✓ 7. Sustainability

What other key information (and appendices) should be included in the proposal?

Little things mean a lot

✓ Quarterly and final results framework should be clear in each quarter and an indication of the number of persons to be trained, assessed and certified in each quarter shown clearly.

✓ Alignment of the program content should be in-keeping with the two year timeline.

✓ Timelines should be included for the development of curricula and assessment instruments based on the standards.

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Little things mean a lot

- ✓ The status of the potential trainees should be categorized as follows:
    - ✓ Skill level: Skilled, Semi-Skilled, Unskilled
    - ✓ Certification Level: Certified, Uncertified, (Highest Level Achieved)

- ✓ The budget should be organized to reflect expected expenditure on a monthly basis to facilitate reporting structure.

- ✓ Quantities and unit pricing for training materials and textbooks as listed should be provided.

- ✓ Daily rental rates for training rooms should be reasonable.

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