

# Writing Effective Business Proposals

in an NHS Healthcare Setting



Are you ready to enhance your professional capabilities? The 'Writing Effective Business Proposals in an NHS Healthcare Setting' one-day course is designed to empower NHS Trust professionals with the skills they need to excel in the complex landscape of healthcare business proposals.

Whether you are a seasoned healthcare veteran seeking to sharpen your proposal-writing prowess or a healthcare newcomer looking to make a lasting impact, this course is tailored to your needs. Gain an in-depth understanding of how to craft compelling business proposals that resonate with key stakeholders.

By attending this course, you'll learn the art of articulating your ideas persuasively, ensuring that your proposals stand out in the competitive healthcare sector. These skills are not only beneficial for your personal and professional growth but also for advancing the mission of your Trust and contributing to positive change in healthcare.

General knowledge acquisition is delivered over a one-day learning session with application of learning through theoretical instruction, discussion and practical interactive activities.

The **key learning objectives** of the programme:

- Understand the importance of well-crafted business proposals in NHS healthcare.
- Learn the key components of a successful business proposal.
- Develop the skills to write clear, persuasive, and impactful proposals.
- Gain hands-on experience by working on real-world proposal scenarios.
- Build confidence in presenting and defending proposals to stakeholders.

Prior to the session, you will be provided with details of the programme, what you need to bring to the workshop and what is expected of you whilst on the course.

By the end of this one-day course, participants will gain the knowledge and skills necessary to write compelling and successful business proposals within the NHS healthcare setting. This course will provide both theoretical foundations and practical exercises to enhance participants' proposal writing abilities.

Contact Pearson TQ to discuss your requirements  
[tqenquiries@pearson.com](mailto:tqenquiries@pearson.com)

# Programme Overview

<p><b>Workshop</b></p>	<p>The one-day workshop will cover the following:</p> <p><b>Morning Session (Theory)</b></p> <p>Introduction</p> <ul style="list-style-type: none"> <li>• Welcome and course overview</li> <li>• Importance of business proposals in NHS healthcare</li> <li>• Types of proposals in healthcare settings.</li> </ul> <p>Anatomy of a Successful Proposal</p> <ul style="list-style-type: none"> <li>• Key components of a business proposal</li> <li>• Crafting a clear and compelling executive summary</li> <li>• Setting SMART objectives</li> <li>• Defining target audience and stakeholders.</li> </ul> <p>Research and Data Collection</p> <ul style="list-style-type: none"> <li>• The importance of evidence-based proposals</li> <li>• Methods for gathering relevant data and statistics.</li> </ul> <p>Effective Communication and Persuasion</p> <ul style="list-style-type: none"> <li>• Writing with clarity and conciseness</li> <li>• Strategies for engaging and persuading the reader</li> <li>• Incorporating visual elements and data visualisation.</li> </ul> <p><b>Afternoon Session (Practical)</b></p> <p>Proposal Writing Workshop</p> <ul style="list-style-type: none"> <li>• Work in small groups to review a fictional business proposal</li> <li>• Critique content, language and presentation</li> <li>• Write a short 2-3 paragraph engaging executive summary.</li> </ul> <p>Recap and Closing</p> <ul style="list-style-type: none"> <li>• Summary of key takeaways from the day</li> <li>• Q&amp;A session</li> <li>• Course evaluation and feedback.</li> </ul>
<p><b>Course materials</b></p>	<ul style="list-style-type: none"> <li>• Participants should bring laptops or writing materials for the practical exercises.</li> <li>• Handouts, templates, and reference materials will be provided.</li> <li>• Assessment - participants will not be formally assessed, but they are encouraged to actively participate in discussions, practical exercises, and peer review activities.</li> </ul>
<p><b>Benefits include</b></p>	<ul style="list-style-type: none"> <li>• <b>Enhanced proposal writing skills:</b> Equips participants with fundamental skills in crafting persuasive and effective business proposals.</li> <li>• <b>Career growth:</b> Unlock opportunities for advancement.</li> <li>• <b>Ensure success:</b> Understand the importance of delivering well-structured proposals.</li> <li>• <b>Mitigate risks:</b> Learn to anticipate and tackle challenges.</li> <li>• <b>Confidence:</b> Approach the task of writing healthcare proposals with self-assurance.</li> <li>• <b>Personal fulfilment:</b> Achieve satisfaction and a sense of accomplishment.</li> </ul>
<p><b>Pre-entry criteria</b></p>	<ul style="list-style-type: none"> <li>• You need to be directly employed by the Trust for 6 months or more</li> <li>• You need to be in a role where you are working on projects, and this needs to be evidenced in your application</li> <li>• All mandatory training needs to be up to date</li> <li>• You need to have support from your Line Manager and Senior Manager</li> <li>• You need to attend all dates advertised.</li> </ul>