Persuasive Proposal and Report Writing
提升建議書和報告的説服力

MEDIUM : English / Cantonese   **COURSE CODE :** PPRW

Raise readability and persuasion through a sharp focus to get attention and buy-in

Professionals constantly compete for their readers' attention to engage their interest and to influence their decisions. The more time professionals invest in writing, the more they want to master the skills to add impact and to drive results. The workshop aims to elevate their skills in the following aspects:

1. Sharpen the reader-focus with 3Ps – Plan, Process and Polish
2. Grab the reader's attention with the key message
3. Be accurate in content selection and language style
4. Master the executive summaries
5. Build logical linkage in the content
6. Be clear and concise in language
7. Give persuasive analysis to influence decision
8. Learn editing techniques

Methodology

A. Pre-Workshop Phase
Each participant will submit a writing sample to the trainer before the workshop. The trainer will offer coaching remarks on the samples.

B. Workshop Activities
Lecture, Exercises, Case studies, One-on-one Coaching

Course Outline

1. Going the Extra Mile
The trainer will give an overview on:
- The objective of adding value to writing
- The review of the current writing standards
- The takeaways in the workshop

2. Be Reader-Focused
The participants will *review case studies* to realise ways to grab the reader's attention with the WII-FM (What's In It For Me) principle:
- Get to the point by addressing the reader's needs
- Learn creative methods to hook reader's attention
- Apply the learning in proposal and report writing

3. Practise the Three P Writing Steps
The participants will be aware of how to stay reader-focused with:
- Planning the key message
- Processing the well-selected content
- Polishing content selection and language style

4. Mind Map Relevant Content
The participants will learn mind mapping to be systematic in:
- Getting started on the framework
- Selecting relevant content
- Grouping related content

5. Create a Coherent Flow with a Template
The participants will follow a recommended template to categorise three (3) classes of information:
- Must know
- Important to know
- Nice to know

6. Sharpen the Executive Summaries
The participants will do *case studies and exercises to practise*:
- Executive summaries
- Internal summaries