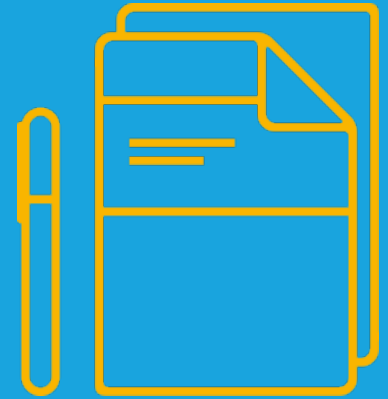


High-impact bids and proposals **with AI** ✨

Course for companies

Live online

In person



Who is it for?

Any teams who write persuasively to win business and want to learn how AI can make them even more effective.

Delivery

Live online or in person

Participant numbers

Three people up to your whole organisation. We train in groups of no more than ten, to make sure everyone gets individual attention.

Course length

Flexible – we will adjust the timing and delivery around your needs.

Pricing

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

+44 (0)1273 732 888

info@writing-skills.com



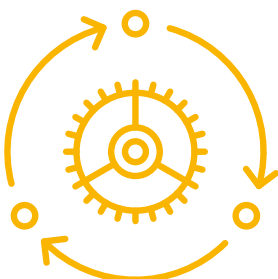
Bids and proposals are some of the most business-critical documents your organisation needs to produce. Ensure your team's are up to the task.

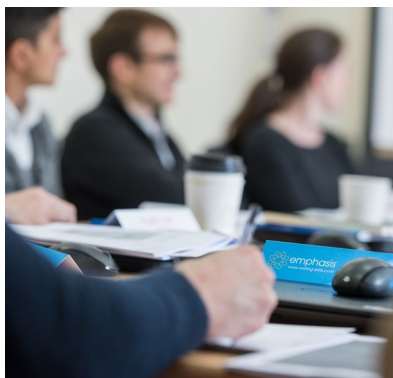
It takes a range of skills to tip the balance: strong writing ability, strategic thinking, attention to detail – even empathy. This course will prime your team in them all, giving you the best chance of winning your next contract.

It will also give them an in-depth understanding of the part that AI can play in the process, with detailed prompt examples to reference afterwards. With so much at stake in these complex documents, it's vital your team know how to take every advantage AI tools offer, without abandoning their own insights, risking errors or losing control of the message.

Tailored to your needs

Your training will be unique: we'll tailor the materials based on your goals and using examples of your team's previous submissions along with the original request for proposal or invitation to tender. By working through exercises based on real-life examples, your team will understand exactly how to apply what they learn to their work when they're back at their desks.





'We chose Emphasis because they really "got it" – they really understood exactly what we needed and what our issues were.'

Mary Jean Pritchard,
The King's Fund

Getting the best from AI

AI's power is undeniable, and it is advancing all the time. Those not using it risk falling behind, even becoming obsolete. But poor use of AI risks producing generic, forgettable and even error-filled work. Worse still, we face the danger of losing touch with our subject and the vital skill of critical thinking.

We want to get the best from AI, not let AI get the best of us.

That's why on this course, you'll learn specific, practical guidance on using AI tools to create better thinking *and* better work. We always start with a foundation of what makes writing truly effective – because it's only by knowing what 'good' looks like that you can make the most of AI to help you get there.

Why our training works

- ✓ Pre-course analysis identifies the areas each learner needs to work on.
- ✓ Small-group training ensures each attendee gets individual attention.
- ✓ Targeted exercises keep learners engaged and able to practise techniques immediately, with resources and AI prompt libraries to keep for reference.
- ✓ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
- ✓ Both our in-person and remote sessions are tailored to the delivery method, which means engaging learning and real results, whichever option you choose.

Learning objectives

On this training, your team will learn how to:

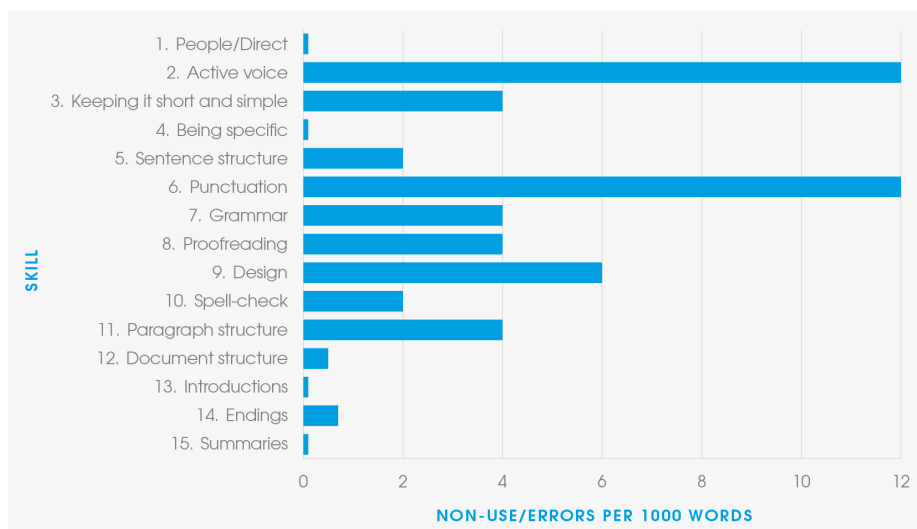
- ✓ fully answer the questions in the client brief, ITT or RFP
- ✓ engage all readers – from senior executives to compliance teams
- ✓ use win themes and highlight benefits that are meaningful to the client
- ✓ write in plain English
- ✓ create an executive summary that sells your solution
- ✓ optimise supporting materials like case studies, CVs and bios
- ✓ incorporate the right tone of voice for your company
- ✓ avoid misusing boilerplate text
- ✓ bring together multiple contributions to make a winning argument
- ✓ keep embarrassing and costly errors out of a bid – even using AI
- ✓ make the most of AI tools to maximise efficiency without compromising their own insights or the organisation's reputation.



Individual analysis and coaching

Every attendee's writing style is a unique mix of strengths, weaknesses and blind spots. That's why expert human analysis is a core part of our training. It turns useful techniques into practical habits that improve how clearly and confidently each person communicates.

Before the live training, we request a writing sample from each participant. The expert trainer will analyse each sample using our proprietary diagnostic tools and their own deep understanding of the subject. We then produce a graph of the results.



Gap analysis: every participant receives targeted feedback

As part of the training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and how to put their new skills into practice, with support from AI, to make rapid improvements.



A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning. We can also deliver this course in discrete micro sessions.

Contact us to discuss the best blended programme for your team.

Trusted by over 1,000 organisations worldwide, including:



Example in-person programme

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9.30	Introduction ☑ Welcome and course overview ☑ ✨ How (and why) to partner with AI tools Putting the client first ☑ Writing client-centred proposals ☑ ✨ Clarifying the client's key issues ✨ Identifying and using win themes
10.45	Break
	Getting started ☑ ✨ Interrogating the brief and filling gaps ☑ Assembling the facts ☑ From hot buttons to USPs A logical structure ☑ Making the information flow ☑ Encouraging decision-makers and influencers to read it ☑ ✨ Managing multiple contributions Building a persuasive argument ☑ Selling a solution ☑ ✨ Reviewing as your prospect Executive summaries that sell ☑ Using the executive summary to gain advantage ☑ ✨ Drafting and testing your summary
1.00	Lunch
	✨ Optimising your support: CVs and bios Improving readability ☑ Recognising writing that works ☑ ✨ Prompts to support reader-centred writing ☑ Keeping the human element
3.30	Break
	Using graphics to give you the edge Essential checking and reviewing ☑ ✨ Making AI your own personal editor ☑ ✨ Avoiding errors and hallucinations
5.15–5.30	Summary and close

Optional extras

Bespoke bid consulting

A personalised programme of consultancy with our experts to further support your next win, with options including reviews of past submissions, win strategy or value proposition workshops and bespoke coaching.

Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Example remote programme

High-impact bids and proposals with AI

Course for companies

Live online



Day 1

9.30–12.30

Effective planning and structure

Introduction

- 🕒 Welcome and course overview
- 🕒 ⚡ How (and why) to partner with AI tools

Putting the client first

- 🕒 Writing client-centred proposals
- 🕒 ⚡ Clarifying the client's key issues

⚡ Identifying and using win themes

Getting started

- 🕒 ⚡ Interrogating the brief and filling gaps
- 🕒 Assembling the facts
- 🕒 From hot buttons to USPs

A logical structure

- 🕒 Making the information flow
- 🕒 Encouraging decision-makers and influencers to read it
- 🕒 ⚡ Managing multiple contributions

Building a persuasive argument

- 🕒 Selling a solution
- 🕒 ⚡ Reviewing as your prospect

Day 2

9.30–12.30

Efficient, client-focused responses

Introduction and recap

- ⚡ Executive summaries that sell
- ⚡ Optimising your support: CVs and bios

Improving readability

- 🕒 Recognising writing that works
- 🕒 ⚡ Prompts to support reader-centred writing
- 🕒 Keeping the human element

Using graphics to give you the edge

Essential checking and reviewing

- 🕒 ⚡ Making AI your own personal editor
- 🕒 ⚡ Avoiding errors and hallucinations

13:30–17:00

Individual coaching and analysis feedback

Build your programme: optional follow-up

Bespoke bid consulting

A personalised programme of consultancy with our experts to further support your next win, with options including reviews, workshops and bespoke coaching.

Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss
your course today

Call: +44 (0)1273 732 888
Email: info@writing-skills.com