

HOW TO MAKE A COMPELLING ONE PAGE PROPOSAL



oakwood

@the-oakwood-partnership-limited



If you can make a
**STRONG
CASE**
on just one page

it will be CLEARER and MORE COMPELLING

Here are the main sections to cover...



1

CONTEXT

What is the situation and
how would the project improve it?



2

ROI

Return on investment
What are the costs?
and what are the benefits?



3

PAYBACK PERIOD

How long will it take to get the benefits?



4

ALTERNATIVE OPTIONS

What else could be done instead
and how does it compare?



5

SUMMARY

What is the headline here
that compels action?



**ANYONE CAN
MAKE A PROPOSAL
WHICH IS
HIGHLY-ENGAGING
FOR YOUR TEAM**



Challenging each proposal to some key questions
helps target your resources to the best use

IMPROVING YOUR BUSINESS



WHAT HAS YOUR EXPERIENCE BEEN?



Join the conversation
in the comments below

@the-oakwood-partnership-limited





oakwood

ADVICE • FUNDING • SUPPORT

www.theoakwoodpartnership.co.uk

EXPERTS IN STRATEGIC BUSINESS GROWTH

@the-oakwood-partnership-limited