

WHAT MAKES A COMPELLING BUSINESS PROPOSAL?



oakwood

ADVICE ■ FUNDING ■ SUPPORT



**HOW YOU USE
RESOURCES
MAKES A CRITICAL
DIFFERENCE
TO SHAPING YOUR
BUSINESS**



So how do you
choose where to
place your time,
money and energy?



A large, stylized lightbulb shape in a solid brown color. The bulb part is a rounded top, and the base is a narrow, tapered stem. Several short, thick brown lines radiate outwards from the top and sides of the bulb, resembling light rays. The text is centered within the bulb's main body.

**WITH
COMPELLING
PROPOSALS**



A strong proposal will

**ALIGN WITH YOUR GOALS
AND OVERALL DIRECTION**

**IT WILL FIT WITH
YOUR STRATEGY**

If a proposal is off-strategy
then it can still be considered
and must meet more demanding standards



WHAT KIND OF PROJECTS WARRANT A PROPOSAL?

ADDITIONAL SPENDING

New hires
Software
Equipment
Premises

NEW PRODUCTS AND SERVICES

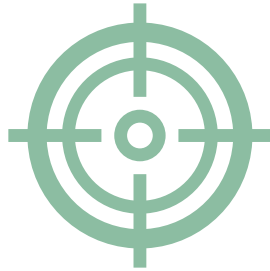
Expanding your
range
for customers

POLICY CHANGES

Setting
parameters
and
expectations



TARGETING YOUR RESOURCE USE



IS KEY TO SUCCESS!

Ask focused questions about how the proposal will

IMPROVE YOUR BUSINESS



WHAT HAS YOUR EXPERIENCE BEEN?



Join the conversation
in the comments below

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EXPERTS IN STRATEGIC BUSINESS GROWTH

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