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We'll give you more detail into how to write project proposal categories later on in this article.Note that a business project proposal is not the same thing as a complete project plan, in terms of project management. The project proposal includes a lot of details in many of the same categories as a project charter or a complete project plan. However, it is not the same document. The project proposal is not a detailed execution plan. There are lots of details that may change between the proposal presentation and the final, approved project plan.There are many different kinds of project proposals, since there are many different kinds of projects. For the sake of keeping the article with a reasonable length, we will exemplify Business Project Proposals.Business project proposals range from formal to informal and vary greatly depending on the industry and company where they are defined. This article focuses on business project proposals, though a lot of the basics and recommendations also apply to different categories.Projects intake vary depending on the management frameworks applied by every organization. But there are common management practices that trigger the need for project proposals.The most common place for project definitions and ideation is during Corporate Planning. Independently of the size of the organization, planning is a practice that every professional organization carries out. Could be defined as Corporate Planning, or just Growth planning, but the time of the year where executives prepare their forecast and plan for the future is the main event where initiatives are defined. In order to evaluate them objectively, project proposals are created. Based on the proposals, the executives decide which projects they will sponsor. With this in mind, it is important that the document is formal, informative, but also persuasive.The following paragraphs describe the common sections of a professional project proposal document. Keep in mind that this guide does not pretend to be exhaustive and is understood that you'll need to evaluate adjustments to this outline in order to make it work for your industry, field, and department.No executive team will approve or fund a project if it's not solving a realistic problem, situation. While it may sound negative, in business a lot of decisions are made around addressing pains, both organizational and client-facing. This step aims to show stakeholders why your project is important and what are the stakes if they don't approve it.Since your problem statement is the very first section of your project proposal, it has to be strong. If you don't make your audience start believing in the need for a new initiative at this point, it will be very hard to change their minds later on. 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Focus on wide-ranging effects for a more impressive presentation.Deliverables are the results of your project. Think about it as the components, both tangible and intangible, that you'll be delivering. Include the functions and characteristics of each deliverable, such as what it will do, how it will work, and what benefit it will have. Include details such as due date and key tasks required to successfully carry out each deliverable.Alongside the definition of deliverables are the success criteria. It's important to specify how you'll know if each deliverable has been successfully created, as well as the project as a whole. Whenever you're presenting objectives or criteria for evaluating success, use the SMART goals approach. SMART stands for specific, measurable, achievable, realistic, and time-bound. You can try using a roadmap template to visualize these deliverables and delivery dates.In order to execute a project, you will require resources. 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A project proposal is a project management document that's used to define the objectives and requirements of a project. It helps organizations and external project stakeholders agree on an initial project planning framework. The main purpose of a project proposal is to get buy-in from decision-makers. That's why a project proposal outlines your project's core value proposition; it sells value to both internal and external project stakeholders. The intent of the proposal is to grab the attention of stakeholders and project sponsors. Then, the next step is getting them excited about the project summary. Getting into the heads of the audience for which you're writing the project proposal is vital: you need to think like the project's stakeholders to deliver a proposal that meets their needs. We've created a free project proposal template for Word to help structure documents, so you don't have to remember the process each time. Get your free Project Proposal Template Use this free Project Proposal Template to manage your projects better. Get the template Types of Project Proposals In terms of types of project proposals, you can have one that's formally solicited, informally solicited or a combination. There can also be renewal and supplemental proposals. Here's a brief description of each of them. Solicited project proposal: This is sent as a response to a request for proposal (RFP). Here, you'll need to adhere to the RFP guidelines of the project owner. Unsolicited project proposal: You can send project proposals without having received a request for a proposal. This can happen in open bids for construction projects, where a project owner receives unsolicited project proposals from many contractors. Informal project proposal: This type of project proposal is created when a client asks for an informal proposal without an RFP. Renewal project proposal: You can use a renewal project proposal when you're reaching out to past customers. The advantage is that you can highlight past positive results and future benefits. Continuation project proposal: A continuation project proposal is sent to investors and stakeholders to communicate project progress. Supplemental project proposal: This proposal is sent to investors to ask for additional resources during the project execution phase. Related: 12 Free Proposal Templates Project Proposal Template All the elements in the above project proposal outline are present in our template. This free project proposal template for Word will provide you with everything you need to write an excellent project proposal. It will help you with the executive summary, project process, deliverables, costs—even terms and conditions. Download your free template today. Project proposal template Free download Project Proposal vs. Project Charter A project proposal is a detailed project document that's used to convince the project sponsor that the project being proposed is worth the time, money and effort to deliver it. This is done by showing how the project will address a business problem or opportunity. It also outlines the work that will be done and how it will be done. A project charter can seem like the same thing as a project proposal as it also defines the project in a document. It identifies the project objectives, scope, goals, stakeholders and team. But it's done after the project has been agreed upon by all stakeholders and the project has been accepted. The project charter authorizes the project and documents its requirements to meet stakeholders' needs. Project charter template Free download Project Proposal vs. Business Case A business case is used to explain why the proposed project is justified. It shows that the project is worth the investment of time and money. It's more commonly used in larger companies in the decision-making process when prioritizing one project over another. The business case answers the questions: what is the project, why should it be taken up, who will be involved and how much will it cost? It's therefore related to a project proposal, but the project proposal comes before the business case and is usually part of the larger proposal. Business case template Free download Project Proposal vs. Project Plan Again, the project proposal and the project plan in this case are very similar documents. It's understandable that there would be some confusion between these two project terms. They both show how the project will be run and what the results will be. However, they're not the same. The project proposal is a document that aims to get a project approved and funded. It's used to convince stakeholders of the viability of the project and their investment. The project plan, on the other hand, is made during the planning phase of the project, once it's been approved. It's a detailed outline of how the project will be implemented, including schedule, budget, resources and more. Project plan template Free download Project Proposal Outline There are several key operational and strategic questions to consider, including: Executive summary: This is the elevator pitch that outlines the project being proposed and why it makes business sense. While it also touches on the information that'll follow in the project proposal, the executive summary should be brief and to the point. Project background: This is another short part of the proposal, usually only one page, which explains the problem you'll solve or the opportunity you're taking advantage of with the proposed project. Also, provide a short history of the business to put the company in context to the project and why it's a good fit. Project vision & success criteria: State the goal of the project and how it aligns with the goals of the company. Be specific. Also, note the metrics used to measure the success of the project. Potential risks and mitigation strategies: There are always risks. Detail them here and what strategies you'll employ to mitigate any negative impact as well as take advantage of any positive risk. Project scope & deliverables: Define the project scope, which is all the work that has to be done and how it will be done. Also, detail the various deliverables that the project will have. Set SMART goals: When setting goals, be SMART. That's an acronym for specific, measurable, achievable, relevant and time-bound. All your goals would be defined by those five things. Project approach: Define the approach you'll use for the contract. There are several different types of contracts used in construction, for example, such as lump sum, cost plus, time and materials, etc. This is also a good place to describe the delivery method you'll use. Expected benefits: Outline the benefits that will come from the successful completion of the project. Project resource requirements: List the resources, such as labor, materials, equipment, etc., that you'll need to execute the project if approved. Project costs & budget: Detail all the costs, including resources, that'll be required to complete the project and set up a budget to show how those costs will be spent over the course of the project. Project timeline: Lay out the project timeline, which shows the project from start to finish, including the duration of each phase and the tasks within it, milestones, etc. In addition to these elements, it's advisable to use a cover letter, which is a one-page document that helps you introduce your project proposal and grab the attention of potential clients and stakeholders. How to Write a Project Proposal To make the best proposal possible, you'll want to be thorough and hit on all the points we've listed above. Here's a step-by-step guide to writing a persuasive priority proposal. 1. Write an Executive Summary The executive summary provides a quick overview of the main elements of your project proposal, such as your project background, project objectives and project deliverables, among other things. The goal is to capture the attention of your audience and get them excited about the project you're proposing. It's essentially the "elevator pitch" for the project life cycle. It should be short and to the point. The executive summary should be descriptive and paint a picture of what project success looks like for the client. Most importantly, it should motivate the project client; after all, the goal is getting them to sign on the dotted line to get the project moving! 2. Provide a Project Background The project background is a one-page section of your project proposal that explains the problem that your project will solve. You should explain when this issue started, its current state and how your project will be the ideal solution. Historic data: The history section outlines previously successful projects and those that could have run more smoothly. By doing so, this section establishes precedents and how the next project can be more effective using information from previous projects. Solution: The solution section addresses how your project will solve the client's problem. Accordingly, this section includes any project management techniques, skills and procedures your team will use to work efficiently. 3. Establish a Project Vision & Success Criteria You'll need to define your project vision. This is best done with a vision statement, which acts as the north star for your project. It's not specific as much as it's a way to describe the impact your company plans to make with the project. It's also important to set up success criteria to show that the project is in fact doing what it's proposed to do. Three obvious project success criteria are the triple constraint of cost, scope and time. But you'll need to set up a way to measure these metrics and respond to them if they're not meeting your plan. 4. Identify Potential Risks and Mitigation Strategies To reduce the impact of risk in your project, you need to identify what those risks might be and develop a plan to mitigate them. List all the risks, prioritize them, describe what you'll do to mitigate or take advantage of them and who on the team is responsible for keeping an eye out for them and resolving them. 5. Define Your Project Scope and Project Deliverables The project scope refers to all the work that'll be executed. It defines the work items, work packages and deliverables that'll be delivered during the execution phase of your project life cycle. It's important to use a work breakdown structure (WBS) to define your tasks and subtasks and prioritize them. 6. Set SMART Goals for Your Project Proposal The best mindset when developing goals and objectives for your project proposal is to use the SMART system: Specific – Make sure your goals and objectives are clear, concise and specific to the task at hand. Measurable – Ensure your goals and objectives are measurable so it's obvious to see when things are on track and going well, and conversely, when things are off track and issues need to be addressed. Measurable goals make it easy to develop the milestones you'll use to track the progress of the project and identify a reasonable date for completion and/or closure. Attainable – It's important every project has a "reach" goal. Hitting this goal would mean an outstanding project that extends above and beyond expectations. However, it's important that the project's core goal is attainable, so morale stays high and the job gets done with time and resources to spare. Relevant – Make sure all of your goals are directly relevant to the project and address the scope within which you're working. Time-Based – Timelines and specific dates should be at the core of all goals and objectives. This helps keep the project on track and ensures all project team members can manage the work plan that's ahead of them. 7. Explain What's Your Project Approach Your project approach defines the project management methodology, tools and governance for your project. In simple terms, it allows project managers to explain to stakeholders how the project will be planned, executed and controlled successfully. 8. Outline The Expected Benefits of Your Project Proposal If you want to convince internal stakeholders and external investors, you'll need to show them the financial benefits that your project could bring to their organization. You can use cost-benefit analysis and projected financial statements to demonstrate why your project is profitable. 9. Identify Project Resource Requirements Project resources are critical for the execution of your project. The project proposal briefly describes what resources are needed and how they'll be used. Later, during the planning phase, you'll need to create a resource management plan that'll be an important element of your project plan. Project requirements are the items, materials and resources needed for the project. This section should cover both internal and external needs. 10. Estimate Project Costs and Project Budget All the resources that you'll need for your project have a price tag. That's why you need to estimate those costs and create a project budget. The project budget needs to cover all your project expenses, and as a project manager, you'll need to make sure that you adhere to the budget. 11. Define a Project Timeline Once you've defined your project scope, you'll need to estimate the duration of each task to create a project timeline. Later during the project planning phase, you'll need to create a schedule baseline, which estimates the total length of your project. Once the project starts, you'll compare your actual project schedule to the schedule baseline to monitor progress. Project Proposal Example Now let's explore some project proposal examples to get a better understanding of how a project proposal would work in the real world. For this example, let's imagine a city that's about to build a rapid transit system. The city government has the funds to invest but lacks the technical expertise and resources that are needed to build it, so it issues a request for proposal (RFP) document and sends it to potential builders. Then, the construction companies that are interested in executing this rapid transit project will prepare a project proposal for the city government. Here are some of the key elements they should include. Project background: The construction firm will provide an explanation of the challenges that the project presents from a technical perspective, along with historical data from similar projects that have been completed successfully by the company. Project vision & success criteria: Write a vision statement and explain how you'll track the triple constraint to ensure the successful delivery of the project. Potential risks and mitigation strategies: List all risks and how they'll be mitigated, and be sure to prioritize them. Project scope & deliverables: The work that'll be done is outlined in the scope, including all the deliverables that'll be completed over the life cycle of the project. Set SMART goals: Use the SMART technique to define your project goals by whether they're specific, measurable, achievable, relevant and time-bound. Project approach: Define the methodology that the project manager will employ to manage the project. Also, figure out what type of contract will be used to define the project. Expected benefits: Show how the project will deliver advantages to the company and define what these benefits are in a quantifiable way. Project resource requirements: List all the resources, such as labor, materials, equipment, etc., needed to execute the project. Project costs & budget: Estimate the cost of the project and lay that out in a project budget that covers everything from start to finish. Project timeline: Outline the project schedule, including phases, milestones and task duration on a visual timeline. Project Proposal Tips Whatever project proposal you're working on, there are a few tips that apply as best practices for all. While above we suggested a project proposal template that would have a table of contents, meaning it would be many pages long, the best-case scenario is keeping the proposal to one or two pages max. Remember, you're trying to win over stakeholders, not bore them. Speaking of project stakeholders, do the research. You want to address the right ones. There's no point in doing all the work necessary to write a great proposal only to have it directed to the wrong target audience. Whoever is going to read it, though, should be able to comprehend the proposal. Keep the language simple and direct. When it comes to writing, get a professional. Even a business document like a project proposal, business case or executive summary will suffer if it's poorly constructed or has typos. If you don't want to hire a professional business writer, make sure you get someone on your project team to copy, edit and proof the document. The more eyes on it, the less likely mistakes will make it to the final edition. You can also use an AI writing tool to help you proofread the project proposal and ensure the text is clear and concise. While you want to keep the proposal short and sweet, it helps to sweeten the pot by adding customer testimonials to the attachments. Nothing sells a project plan better than a customer base looking for your product or service. ProjectManager & Project Proposals ProjectManager allows you to plan proposals within our software. You can update tasks for the project proposal to signify where things stand and what's left to be done. The columns allow you to organize your proposal by section, creating a work breakdown structure (WBS) of sorts. When building a project proposal, it's vital to remember your target audience. Your audience includes those who are excited about the project, and see completion as a gain for their organization. Conversely, others in your audience will see the project as a pain and something to which they aren't looking forward. To keep both parties satisfied, it's essential to keep language factual and concise. Our online kanban boards help you think through that language and collaborate on it effectively with other team members, if necessary. Each card shows the percentage completed so everyone in the project management team is aware of the work done and what's left to be done. As you can see from the kanban board above, work has begun on tasks such as product documentation and design. Tasks regarding stakeholder feedback, ideation, market research and more have been completed, and there's a good start on the engineering drawings, 3D rendering, supply chain sourcing and translation services. A PDF is then attached to the card, and everyone added to the task receives an email notifying them of the change. This same process can be used throughout the life-cycle of the project to keep the team updated, collaborating, and producing a first-class project proposal. In addition to kanban boards, you can also use other project management tools such as Gantt charts, project dashboards, task lists and project calendars to plan, schedule and track your projects. Related Project Planning Content Project proposals are just the first step in the project planning process. Once your project is approved, you'll have to solidify the plan, allocate and manage resources, monitor the project, and finally hand in your deliverables. This process requires a flexible, dynamic and robust project management software package. ProjectManager is online project management software that helps all your team members collaborate and manage this process in real-time. Try our award-winning software with this free 30-day trial. Every manager or executive has at some point of their career the need to create a project proposal (or initiative, we will use both terms instinctively in this post). In this opportunity we will briefly define the concept, how to write it and more importantly how to present it to an audience. Persuasion is key. Being able to transmit the right message behind the proposal will help you engage your audience with your ideas.A project proposal is a document that details a new project idea. Its main objective is to communicate the idea, and what is needed to make it happen. In its most basic form, it contains a title, initial and end dates, objectives, goals and the overall main achievement pursued at completion of the project.Formal project proposals have clear sections that have been proven to effectively communicate a project idea. The basics include context about the problem or pain trying to solve, a high level action plan, and the required resources to execute it. We'll give you more detail into how to write project proposal categories later on in this article.Note that a business project proposal is not the same thing as a complete project plan, in terms of project management. The project proposal includes a lot of details in many of the same categories as a project charter or a complete project plan. However, it is not the same document. The project proposal is not a detailed execution plan. 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This step aims to show stakeholders why your project is important and what are the stakes if they don't approve it.Since your problem statement is the very first section of your project proposal, it has to be strong. If you don't make your audience start believing in the need for a new initiative at this point, it will be very hard to change their minds later on. Don't exaggerate the problem, since that is easy to discover later on, but be emphatic about why this is a problem that needs fixing. Backup your claims with facts, figures, and business cases. The cost of "not doing" is also a strong argument.Here are some questions to consider when defining the problem:Now that you've hopefully convinced your audience of the existence of a problem, you now have to introduce the proposed solution. The next several steps will help you specify some of the more tangible components of the "how". On this step, however, you're still at the dazzling and inspiring stage.That means your introduction to the plan should focus on its benefits.How is this going to address the problem and what is your organization going to get out of it? Think increased profits, lowered costs, new products on the market, more satisfied clients, increased brand awareness, etc.What is the anticipated impact of your project or idea? Focus on wide-ranging effects for a more impressive presentation.Deliverables are the results of your project. Think about it as the components, both tangible and intangible, that you'll be delivering. Include the functions and characteristics of each deliverable, such as what it will do, how it will work, and what benefit it will have. Include details such as due date and key tasks required to successfully carry out each deliverable.Alongside the definition of deliverables are the success criteria. It's important to specify how you'll know if each deliverable has been successfully created, as well as the project as a whole. Whenever you're presenting objectives or criteria for evaluating success, use the SMART goals approach. SMART stands for specific, measurable, achievable, realistic, and time-bound. You can try using a roadmap template to visualize these deliverables and delivery dates.In order to execute a project, you will require resources. Generally in a project proposal you will divide this definition in two. First, an overall estimation of resources in a common language , financial. So you will translate every resource into budgeting terms and define an investment number. Then, you will break down these financials into: assets (i.e.: technology, infrastructure), human resources, services (i.e.: advertisement, consultancy).In this section you will combine deliverables and resources to generate a high level roadmap. Main points to highlight are start and end of the project, delivery dates and resources usage times. In this way you will materialize the proposal in high level activities.Once the detailed version of your project proposal is complete, it's time to summarize the presentation into an executive summary. This summary will include a high-level list of each key element of your proposal. The idea of the executive summary is to be able to summarize in one page all the proposal, in a way an executive can grasp the overall scope.Your project presentation will follow the basic steps detailed above. Here is a project proposal example structure using project proposal templates to help you get started on your presentation.Like in all presentations, you don't dive into the main part of the presentation without introducing the name of the project and yourself as presenter. Covers slides provide some visual stationary previous the presentation kick off. As a recommendation, set a project name that will make it memorable.Audience members will have an easier time paying attention if they know what to expect from your proposal presentation. See the following slide for a common project proposal table of contents format. When presenting it, do not dive into details. The agenda slide is aimed to set a mental state in the audience on the structure of the information will follow. It is a presentation best practice to prepare the audience.Summarize your problem statement in one or two sentences. Be BOLD. When creating this problem summary, make sure to touch upon what the problem is, why it is a problem, how this problem manifests, who this problem affects, and what is the fallout of this problem. Make sure your message is directed to the real pain to solve. Avoid repeating the detailed problem definition; the audience can drill down in the documentation for the facts behind your statements.As the first slide that formally introduces your projects proposal, this slide should briefly communicate what it is you are proposing to do. You can frame this slide in terms of the solution to the previously mentioned problem or you can introduce it as your plan. Either way, make sure this project introduction is no more than 1-3 sentences long. You'll have time to specify other details in later slides. At this point of the presentation, your audience curiosity starts to peak, and you need to build your persuasive speech.For this slide, you want to briefly list the main goals for what you want to achieve with your project, as well as the top benefits your project will generate for the organization. While there may be a much larger list of these two components in your project proposal document, you'll want to present the most important/relevant here. Try to group goals and benefits into categories. Remember that what you put on your PowerPoint slides is only the tip of the iceberg when it comes to your presentation. You can and should give more details in the spoken part of your proposal presentation.Without going into too much detail, list deliverables, due dates, and criteria for acceptance for your main deliverables.State the project management strategy you're planning to use to manage the project. You can't assume everyone in your audience will understand what each project management strategy entails, so you should also provide a brief description of your choice. These templates detailing the Scrum, Kanban, and Waterfall methodologies can give you ideas of how to summarize your chosen methodology.The budget slide remains pretty simple. Report both the total budget you anticipate for the project as well as a general breakdown of the budget into the main categories. 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This puts your timeline in a visual context of quarters, months, or weeks, allowing audience members to have a clearer concept of how long this project will take.Close your project proposal with a very short summary of the project, similar to what you wrote previously when introducing your solution. The point of this is to remind your audience of the overarching reason for this presentation, especially after going over potentially less-than-inspiring details like budget and requirements.Don't forget to thank your audience for listening to your project proposal. Add your contact information in case this project proposal is sent over email and reviewed individually.A project proposal introduces the concept and goals of the project to gain approval, while a project plan is a detailed roadmap for executing the approved project, including timelines, roles, responsibilities, and specific tasks.Project proposals vary by purpose and industry but generally fall into categories like business project proposals, research proposals, event proposals, and development project proposals. This guide focuses on business project proposals.Key elements of a project proposal include the project title, problem statement, proposed solution, objectives and goals, deliverables, success criteria, required resources, budget, timeline, and executive summary.Begin by defining the problem or pain point that the project will address. Provide context, support your claims with data, and explain why solving this issue is essential for the organization or stakeholders.An executive summary provides a high-level overview of the entire project proposal. It allows stakeholders to quickly grasp the project's scope, objectives, and anticipated outcomes, summarizing the main points on one page.A budget provides an estimate of the resources required to complete the project. It helps stakeholders assess the project's feasibility and aligns expectations on funding and resource allocation.In this article we had reviewed the definition of project proposal, its main structure and a guide on how to present it to your stakeholders. For further reading about presentations

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Who are their competitors, clients, or customers? Are they inclined to respond favorably to your proposal, or will you need to do some convincing?[2] If possible, talk to someone who has already seen the proposal, and gauge their interest. Check recent news stories which indicate the current financial state of the company or individual you're targeting. Think about the audience's values, goals, and ideals. Your proposal should address not just their economic needs but their corporate mission, too. 2 Know your facts. Be sure your proposal is backed by solid numbers and data. Mistakes will only embarrass you and hurt the chances of your proposal being approved. Have a proofreader help you verify everything. 3 Type your proposal neatly. Print enough copies to let everyone in attendance receive one. Use high-quality paper, and include your name or the name of your business on the header. Have each copy professionally bound. 4 Write your proposal with inspiring, optimistic language. Don't make your audience guess what you're trying to propose. Be direct, clear, and concise in your presentation. When you address costs or challenges, frame them in a way that points out how not following your proposal will result in even greater costs. Your written proposal should not be identical to your oral presentation. Simply reading the proposal word for word will bore your audience. Your oral presentation should use the proposal text as a foundation but should also expand on your main points without lingering on every detail. 5 Use a checklist. Pay close attention to all requirements on the proposal-development (RFP) checklist. Keep in mind the submission deadlines, and try to turn in your proposal before it's due. An improper or incomplete proposal submission may jeopardize your chances of not only having your proposal approved but also receiving future RFPs. Use care when crafting your submission. 6 Practice your presentation as much as you can.[3] Repetition is the best way to increase your confidence.[4] Go over the entire proposal several times, and draft notes for your oral presentation as needed. Carefully memorize the key points, and visualize how you will introduce each. [5] Rehearsing your presentation in front of a test audience of friends or family will not only give you great practice but might also yield some feedback you can use to fine-tune the presentation.[6] Knowing your presentation and proposal inside and out will boost your confidence during the actual presentation.[7] 1 Summarize the important points. Don't just read the proposal word for word. Your audience will have the text before them. Your job is to reinforce the main points and emphasize why your proposal should be selected. This is especially important when conducting an RFP presentation. 2 Use visuals. With PowerPoint, Prezi, or a similar program you can keep your presentation focused and smooth. Graphics, key phrases, and statistical charts will help illustrate why your proposal is a winner.[8] Slide shows can help listeners retain information and better understand the main points of your proposal. You can use the slide show to supplement or replace your own notes. They can keep you on track and keep your audience engaged. 3 Relax. If you're nervous, you won't speak well and may stumble over crucial points in your presentation. Your audience will sense if you are uncomfortable and might interpret it as a lack of confidence in your own proposal. Before you begin, try breathing in and out slowly for a while. Assume your audience is receptive, not hostile, to your proposal. 4 Speak in a clear, audible voice. Don't yell, but raise your voice enough to be audible to everyone. A confident, authoritative tone will command your audience's attention and respect. Avoid interjecting filler words like "uh" or "um" into your presentation. 5 Smile at key moments. Especially during your opening remarks, a smile will help the audience warm to your message. Be genuine, but don't overdo it, or your audience may think you lack substance. 1 Close your presentation with a solid punch. Reiterate your main points in a simple, straightforward way. Make it clear that your proposal is the most advantageous course of action. Use a story, demonstration, or illustration to inspire your audience to take the next step and adopt your proposal.[9] 2 Solicit questions and concerns. If anyone has reservations, you should do your best to lay them to rest. Be ready to clarify any points of potential confusion and assuage any worries. [10] If you get an off-topic or difficult question, address it honestly, but artfully try to redirect the question back to why your proposal is a good one.[11] 3 Thank the audience. Their time is valuable. Offering genuine appreciation for their attention and patience is an important part of closing your presentation. 4 Follow up with the interested parties. Give your audience a day or two to consider what you have proposed, then send each individual a friendly email or phone call asking whether they had spent any time thinking about your pitch. Don't expect a quick response to your presentation, but don't let them forget about your proposal either. Add New Question Question How can I be more confident during my presentation? Michael McCutcheon, PhD Career Coach & Psychologist Dr. Michael McCutcheon is a career coach, psychologist, and award-winning public speaker who specializes in procrastination elimination, goal achievement, and increasing life satisfaction. With a background as a counseling psychologist, he guides clients toward becoming more aware of their desires and anxieties to break old patterns, create new habits, and achieve life-changing results. He also helps clients improve organization skills, embark on a new career, get promoted, get admitted into graduate schools, and transition from school to the working world. He is a published author and lecturer in graduate psychology courses at New York University (NYU), a position he has twice won the Teaching Award (2014 & 2019). His work has appeared in the press as a lifestyle and career expert for The Washington Post/The Associated Press, The New York Post, Scholastic, Lifehacker, and The Coca-Cola Company. He has served as a contributing writer for Out Magazine and featured panelist on National Public Radio (NPR). Repetition is the best way to increase confidence, which is why I recommend you practice your presentation as much as you can! Ask a few friends to watch you rehearse, and then let them give you feedback on your performance. Ask a Question Thanks Thanks Thanks Thanks ↑ Michael McCutcheon, PhD. Career Coach & Psychologist. Expert Interview. 14 October 2020. ↑ ↑ Michael McCutcheon, PhD. Career Coach & Psychologist. Expert Interview. 14 October 2020. ↑ Michael McCutcheon, PhD. Career Coach & Psychologist. Expert Interview. 14 October 2020. ↑ ↑ Michael McCutcheon, PhD. Career Coach & Psychologist. Expert Interview. 14 October 2020. ↑ Michael McCutcheon, PhD. Career Coach & Psychologist. Expert Interview. 14 October 2020. ↑ Paul R. Timm, How to Make Winning Presentations, ↑ Thomas Leech, How to Prepare, Stage, and Deliver Winning Presentations, Co-authored by: Career Coach & Psychologist This article was co-authored by Michael McCutcheon, PhD. Dr. Michael McCutcheon is a career coach, psychologist, and award-winning public speaker who specializes in procrastination elimination, goal achievement, and increasing life satisfaction. With a background as a counseling psychologist, he guides clients toward becoming more aware of their desires and anxieties to break old patterns, create new habits, and achieve life-changing results. He also helps clients improve organization skills, embark on a new career, get promoted, get admitted into graduate schools, and transition from school to the working world. He is a published author and lecturer in graduate psychology courses at New York University (NYU), a position he has twice won the Teaching Award (2014 & 2019). His work has appeared in the press as a lifestyle and career expert for The Washington Post/The Associated Press, The New York Post, Scholastic, Lifehacker, and The Coca-Cola Company. He has served as a contributing writer for Out Magazine and featured panelist on National Public Radio (NPR). This article has been viewed 57,200 times. Co-authors: 18 Updated: February 22, 2024 Views: 57,200 Thanks to all authors for creating a page that has been read 57,200 times. "It's amazing how these tips helps me create and write my business proposal, and I am confident that the tips I got on presenting my proposal will help me kill it. Thumbs up, guys!"..." more Every manager or executive has at some point of their career the need to create a project proposal (or initiative, we will use both terms instinctively in this post). In this opportunity we will briefly define the concept, how to write it and more importantly how to present it to an audience. Persuasion is key. Being able to transmit the right message behind the proposal will help you engage your audience with your ideas.A project proposal is a document that details a new project idea. Its main objective is to communicate the idea, and what is needed to make it happen. 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It’s important to specify how you’ll know if each deliverable has been successfully created, as well as the project as a whole. Whenever you’re presenting objectives or criteria for evaluating success, use the SMART goals approach. SMART stands for specific, measurable, achievable, realistic, and time-bound. You can try using a roadmap template to visualize these deliverables and delivery dates.In order to execute a project, you will require resources. Generally in a project proposal you will divide this definition in two. First, an overall estimation of resources in a common language , financial. So you will translate every resource into budgeting terms and define an investment number. Then, you will break down these financials into: assets (i.e.: technology, infrastructure), human resources, services (i.e.: advertisement, consultancy).In this section you will combine deliverables and resources to generate a high level roadmap. Main points to highlight are start and end of the project, delivery dates and resources usage times. In this way you will materialize the proposal in high level activities.Once the detailed version of your project proposal is complete, it’s time to summarize the presentation into an executive summary. This summary will include a high-level list of each key element of your proposal. The idea of the executive summary is to be able to summarize in one page all the proposal, in a way an executive can grasp the overall scope.Your project presentation will follow the basic steps detailed above. Here is a project proposal example structure using project proposal templates to help you get started on your presentation.Like in all presentations, you don’t dive into the main part of the presentation without introducing the name of the project and yourself as presenter. Covers slides provide some visual stationary previous the presentation kick off. As a recommendation, set a project name that will make it memorable.Audience members will have an easier time paying attention if they know what to expect from your proposal presentation. See the following slide for a common project proposal table of contents format. When presenting it, do not dive into details. The agenda slide is aimed to set a mental state in the audience on the structure of the information will follow. It is a presentation best practice to prepare the audience.Summarize your problem statement in one or two sentences. Be BOLD. When creating this problem summary, make sure to touch upon what the problem is, why it is a problem, how this problem manifests, who this problem affects, and what is the fallout of this problem. Make sure your message is directed to the real pain to solve. Avoid repeating the detailed problem definition; the audience can drill down in the documentation for the facts behind your statements.As the first slide that formally introduces your projects proposal, this slide should briefly communicate what it is you are proposing to do. You can frame this slide in terms of the solution to the previously mentioned problem or you can introduce it as your plan. Either way, make sure this project introduction is no more than 1-3 sentences long. You’ll have time to specify other details in later slides. At this point of the presentation, your audience curiosity starts to peak, and you need to build your persuasive speech.For this slide, you want to briefly list the main goals for what you want to achieve with your project, as well as the top benefits your project will generate for the organization. While there may be a much larger list of these two components in your project proposal document, you’ll want to present the most important/relevant here. Try to group goals and benefits into categories. Remember that what you put on your PowerPoint slides is only the tip of the iceberg when it comes to your presentation. You can and should give more details in the spoken part of your proposal presentation.Without going into too much detail, list deliverables, due dates, and criteria for acceptance for your main deliverables.State the project management strategy you’re planning to use to manage the project. You can’t assume everyone in your audience will understand what each project management strategy entails, so you should also provide a brief description of your choice. These templates detailing the Scrum, Kanban, and Waterfall methodologies can give you ideas of how to summarize your chosen methodology.The budget slide remains pretty simple. Report both the total budget you anticipate for the project as well as a general breakdown of the budget into the main categories. Providing the percentage of each category of the budget is helpful for stakeholders to conceptualize it. In the Project Proposal Presentation template we have included a project budget slide (in slide #9) with a data table that can be used to present the Budget information.Other than budget, what’s needed in order to complete your project? Will you need human resources, specific software, equipment, or a special location in order to execute your project? Add a simplified list here of the main requirements.You will not be able to present the entire project timeline in a simple project proposal presentation. However, you should present an overview of the timeline, including major phases and deliverables. Instead of presenting a simple chart with deliverables and dates, we recommend placing your timeline of deliverables and phases in an actual calendar. This puts your timeline in a visual context of quarters, months, or weeks, allowing audience members to have a clearer concept of how long this project will take.Close your project proposal with a very short summary of the project, similar to what you wrote previously when introducing your solution. The point of this is to remind your audience of the overarching reason for this presentation, especially after going over potentially less-than-inspiring details like budget and requirements.Don’t forget to thank your audience for listening to your project proposal. Add your contact information in case this project proposal is sent over email and reviewed individually.A project proposal introduces the concept and goals of the project to gain approval, while a project plan is a detailed roadmap for executing the approved project, including timelines, roles, responsibilities, and specific tasks.Project proposals vary by purpose and industry but generally fall into categories like business project proposals, research proposals, event proposals, and development project proposals. This guide focuses on business project proposals.Key elements of a project proposal include the project title, problem statement, proposed solution, objectives and goals, deliverables, success criteria, required resources, budget, timeline, and executive summary.Begin by defining the problem or pain point that the project will address. Provide context, support your claims with data, and explain why solving this issue is essential for the organization or stakeholders.An executive summary provides a high-level overview of the entire project proposal. It allows stakeholders to quickly grasp the project’s scope, objectives, and anticipated outcomes, summarizing the main points on one page.A budget provides an estimate of the resources required to complete the project. It helps stakeholders assess the project’s feasibility and aligns expectations on funding and resource allocation.In this article we had reviewed the definition of project proposal, its main structure and a guide on how to present it to your stakeholders. For further reading about presentations skills , here is a guide to improving your public speaking skills that will help you present your project proposal even more effectively. Hope you had enjoyed the reading. In this article, you’ll learn how to create a proposal presentation from start to finish, including: How to write a proposal presentation What to include in your slides Templates and design tips to get you started Let’s jump right in. Wondering how to create a proposal presentation that gets results? Start with these six essential tips to shape your content with clarity and purpose. Before building your presentation, get to know who you’re speaking to. Is it a client, board of directors, or peers? Tailor your tone, language, and content so it speaks directly to their interests and priorities. Focus on the must-know details. Make the value of your idea obvious and fast. Save extra details for follow-up questions or supporting documents you provide to your audience. Go beyond listing the features of your ideas, project, or proposal; rather, help your audience picture its impact. Show why your idea matters. How does it solve a problem? What’s in it for them? Data, real-life examples, and client testimonials give your proposal weight. It shows that you’ve done your homework and, most importantly, that your idea works. Think ahead: what might your audience question or doubt? Tackle these concerns head-on with thoughtful explanations and solutions. Wrap up with clear next steps. Whether you’re securing a decision, getting approval, or requesting funding, make it easy for them to say yes. A strong proposal presentation follows a logical flow and includes key elements, no matter the use case, including business, nonprofit, or creative proposals. Here’s a format you can customize based on your needs. Grab attention early with this opening slide. Introduce your name, business or product, and clearly state your proposal. Keep it high-level at this stage, but intriguing enough to make your audience want to know more. Use this slide to define the issue you’re addressing. This could be a market gap, a process inefficiency, or a pain point commonly faced by consumers. Show your audience why it matters using statistics, a story, or a quote from reliable sources. When creating a proposal presentation, this is the moment to show your audience that you have a solution worth backing. Anticipate questions such as “What makes it different?” and “Why is it the right fit?” A sketch, prototype, or demonstration can go a long way in showing the solution in action. In this slide, outline how you’ll bring your idea to life. Outline the major steps and when they’ll happen. Use a visual timeline to help make it easy to follow. Most importantly, keep the details here realistic and relevant to your audience. If you’re exploring how to create a proposal presentation that feels credible and persuasive, use this slide to share real-world outcomes. Support this section with reviews, charts, and a before-and-after infographic to make your case feel more concrete. Tip: At Canva, you can find the right type of graph for your proposal presentation and showcase your data with engaging, interactive charts. Simply drag and drop them into your design and add your data. Ready to try it out? Customize this template to bring your data to life. Use this slide to be transparent about costs, time, and resources needed. Use charts (donut, pie, or bar) and tables to make the numbers clear. In case your proposal saves money or boosts efficiency, this is also the best section to share it with your audience. Wrap up your presentation in this slide. Remind your audience why your idea matters in one or two lines. Then, clearly state your ask–may it be an approval, support, or funding. Finally, use this slide to open the floor to your audience. Let them ask questions, share input, or raise concerns. This shows you’re confident, collaborative, and open to improving your ideas. Tip: Canva allows you to add interactive elements, like polls and quizzes, to your presentations on the platform, with no extra tools required. Perfect if you want to use it as an icebreaker, quick pulse checks, or simply gather feedback. Ready to make your next proposal presentation more engaging? Start by customizing this Illustrated Digital Marketing Proposal Slides When figuring out how to create a proposal presentation, remember that while researching and writing your content is important, design and delivery matter just as much. Great design makes your message easier to understand and helps build credibility. It shows you’ve put thought and care into how your ideas are presented. Similarly, strong delivery builds connections and keeps your audience engaged. Before you step in front of your audience, here are a few tips to help you feel more prepared: Start with a layout that suits your audience and goal. For example, business proposals often work best with clean, professional designs, while creative ones can be more bold and expressive. Here are some presentation templates you can customize: Keep these design tips in mind as you tweak the presentation: Keep it clean and consistent. Use a cohesive theme (fonts, colors, and spacing) across all slides. Make it easy to scan. Guide the eye with clear headers and break long text into bullet points. Add engaging visuals. Use relevant, high-quality images and graphics that support your big idea. Before the big day, practice your presentation from start to finish. Walk through your slides and adjust anything that feels unclear. If you can, rehearse with a teammate and ask for feedback. This will help you spot any gaps and feel more confident when presenting. Writing a proposal presentation Begin by understanding your audience. Keep your content clear, benefit-focused, and backed by proof. Remember to address possible concerns early, and always end with a strong call to action. What to include in your proposal presentation Follow a logical flow by including these slides: introduction, problem, solution, plan and timeline, case studies or testimonials, budget, summary and call to action, a Q&A or feedback section. Each part should build toward your main message and support your ask. Preparing for your proposal presentation Choose a template that fits your audience and message. When designing or customizing, keep your slides consistent, easy to scan, and visually engaging. Finally, rehearse your delivery, gather feedback where you can, and refine both your content and design before presenting.