

WIN EVERY OPPORTUNITY!



World Class Proposals Training Series

Persuasive Executive Summaries

4-hour workshop

Executive Summaries – Many an opportunity is won or lost with the Executive Summary. Writing persuasive Executive Summaries requires the ‘**Art and Science**’ of good writing as well as knowing what the client’s concerns are. It requires the writer to take an ‘Outside In’ view of the proposition with the focus being on how the overall solution will deliver significantly more value than the cost of the solution.

What will be covered?	Approach to the workshop	Who will benefit?
<ul style="list-style-type: none"> • Why Executive Summary ? • Critique executive summaries • Write an executive summary for a movie/book • Learn the techniques to write a persuasive Executive Summary • Drafting and redrafting the message • Integrating Graphics & Visual Design 	<ul style="list-style-type: none"> • Hands on workshop (>70%) • Work individually and in teams (real life) • Use APMP’s best practices • Practice writing for Readability, Appropriateness, Thought and Correctness • Write an executive summary for a Proposal • Present your summary and receive instant feedback 	<ul style="list-style-type: none"> • Founders of Startups • B2B companies where Proposals are a critical part of the Sale • Pre Sales specialists • IT/ITeS companies • Engineering, Projects & Constructions companies • Infrastructure companies • B2G companies responding to Tenders/RFPs

“MindIT’s workshop on Compelling Executive Summaries provided our team an outside in view of writing Executive Summaries. In my personal view, using examples and providing a variety of flavours of Executive Summaries helped the team to draw its own best practices that can be adopted for specific context. I am impressed by the simplified approach of analysing RFPs and in turn driving the Executive Summary. **Insightful Workshop!**”

Pravakar Bain
Head, Bid Management, Indian Sub-continent
SAP Global Business Operations

Participant Lessons Learnt

- 💡 **IDENTIFY** and do not invest time in non-serious bids, **RE-USE** proposals up to 70 to 80%.
- 💡 It is about the **SOLUTION**... not about you.
- 💡 Lay high degree of **IMPORTANCE** on executive summary, customize it for every proposal.
- 💡 **MECE** Technique – simply awesome!
- 💡 A **GOOD BID** can make up for shortfalls in relationship

Clients

- Capgemini
- Tech Mahindra
- Hexaware
- Zensar
- Kalpataru Transmission
- ... and more

Trained **700+** people



Workshop Lead

Krishnakumar (KK) comes with 28+ years of deep IT experience across India, USA, Australia and Singapore. He has worked with world class organizations like IBM, PriceWaterhouse Coopers, Siemens and Mastek. KK has performed in a wide spectrum of roles from large Client Account Management, Consulting, Technology Lead, Pre Sales and Organization Process Head. KK has led many large ERP and Outsourcing deals. KK is a **member of the Board** with Association of Proposal Management Professionals (www.apmp.org). KK is Certified at Practitioner level and is also a contributing author to APMP’s Body of Knowledge (BOK) and the APMP Journal. LinkedIn profile : <https://in.linkedin.com/in/krishnakumar-kk-iyer-6007493>