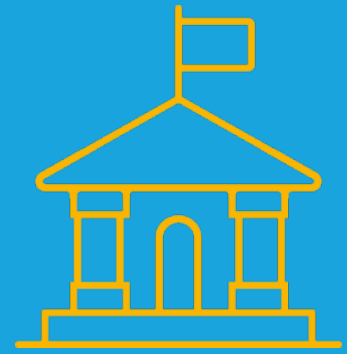


# Public sector bid and tender writing

Course for companies

In person

**Who is it for?**

Any teams who have to write persuasively to win business in the public sector.

**Delivery**

We deliver this course in person.

**Participant numbers**

Four 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 – typically one day. We can adapt the course for longer or shorter sessions as required.

**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](mailto:info@writing-skills.com)

25 years



of better writing

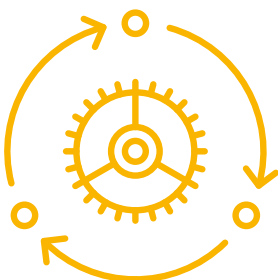
Well-written bids and tenders are key to securing any new business. But winning work in the public sector can be particularly challenging.

In this specialist, risk-averse area, you have to be able to prove you're the right team for the job with every word. It takes concise, compelling and evidence-based writing to meet rigorous specifications and build the kind of strong, persuasive case that will see off the competition.

That's why we developed this course. It will show your team how to plan, structure and write targeted public sector bids and tenders – so you can be confident of winning your next contract.

## Tailored to your needs

A course will always be more effective when it's directly relevant to the documents that your team write day to day. So, before the course, we'll review examples of your team's previous bids or tenders together with the original RFP (request for proposal) or ITT (invitation to tender) and use these to tailor the materials. By working through exercises based on real-life examples, your team will understand exactly how to apply what they learn to their work.





‘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

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## Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

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## Why it works

- ✔ Pre-course writing analysis identifies the areas each learner needs to work on.
  - ✔ Small-group training ensures each delegate gets individual attention.
  - ✔ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
  - ✔ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
  - ✔ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
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## Learning objectives

On this course, your team will learn how to:

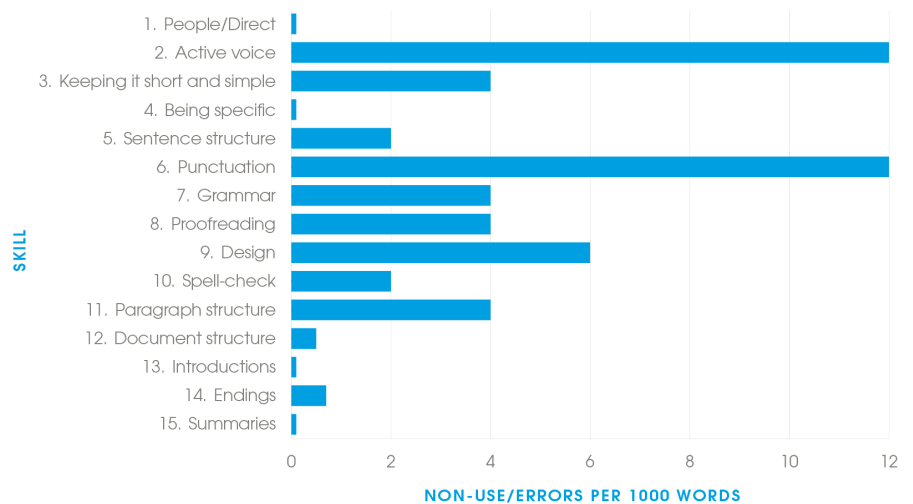
- ✔ fully answer the questions in a public sector brief, ITT or RFP
- ✔ engage all readers – from senior public sector executives to procurement teams
- ✔ use win themes and highlight benefits that are meaningful to public sector clients
- ✔ build and structure key messages that are tailored to public sector organisations
- ✔ avoid misusing boilerplate text
- ✔ bring together multiple contributions to make a winning argument
- ✔ spot embarrassing errors in a bid before it’s sent to the client.



## Individual analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

During the course, 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 exactly how to put their new skills into practice 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 sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

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

Trusted by over 1,000 organisations worldwide, including:



# Public sector bid and tender writing



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## Build your programme: optional follow-up

### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

### 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.

9.30	<b>Introduction and course overview</b> <b>Understanding the challenges of public sector tendering</b> <b>Putting the client first</b> <ul style="list-style-type: none"><li>✔ Clarifying your public sector client's perspective</li><li>✔ Writing client-centred bids</li></ul> <b>Identifying and using meaningful win themes</b> <b>Developing a winning strategy</b>
10.45	<b>Break</b>
	<b>Getting started</b> <ul style="list-style-type: none"><li>✔ Overcoming writer's block</li><li>✔ Assembling the facts</li></ul> <b>A logical structure</b> <ul style="list-style-type: none"><li>✔ Making the information flow</li><li>✔ Encouraging decision-makers to read it</li><li>✔ Managing multiple contributions</li></ul> <b>Building a persuasive argument</b> <ul style="list-style-type: none"><li>✔ Selling a solution</li><li>✔ Meeting evaluation criteria</li><li>✔ Providing the evidence</li></ul> <b>Summaries and endings</b> <ul style="list-style-type: none"><li>✔ Using the executive summary to gain advantage</li><li>✔ Making endings memorable</li></ul>
1.00	<b>Lunch</b>
	<b>Improving readability</b> <ul style="list-style-type: none"><li>✔ Make your writing active</li><li>✔ Writing in plain English</li><li>✔ Structuring your sentences for easy reading</li></ul>
3.30	<b>Break</b>
	<b>Quick check: punctuation, grammar and proofreading</b> <b>Using graphics and layout to give you the edge</b>
5.15-5.30	<b>Summary and close</b>

Get in touch to discuss your writing course today

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