



# "كيف تكتب مقترن مشروع فعال: دليل شامل باللغة العربية"

**Duration:** 5 Days

**Language:** ar

**Course Code:** PO4-104

## Objective

Upon completion of this course, participants will be able to:

- Structure your proposal most sensibly.
- Understand the different accessibility measures that you need to put in place.
- Acknowledge the risk areas of your proposal and address mitigation and continuity plans.
  - Advertise the reasons for the planned change.
  - Demonstrate your research and planning methods intelligently.
    - Use data to back your ideas.
- Consider the different interests and concerns that each investor may have.
  - Negotiate and take on board constructive feedback.
  - Understand the benefits of proofreading and rewriting sections.
    - Strengthen weaker areas of your argument.
- Identify the cause and effect of your changes and display this to investors.
  - Write in a way that sells your idea to potential investors.

## Audience

This course is designed for anyone responsible for project planning or securing investments for new opportunities within a business. It would be most beneficial for:

- Project Planners
- Business Owners
- Marketing Managers
- Operations Managers
- Bid Writers
- Finance Operatives
- Directors
- Change & Control Managers
- Partnership Managers

## Training Methodology

This course uses various adult learning methods to aid full understanding and comprehension. Participants will participate in interactive seminars to discuss the best proposal presentation methods. There will be group and solo exercises to practice writing skills and techniques and practical activities to understand the pros and cons of projects and how to identify and acknowledge them in writing. Participants will also have the opportunity to develop their project roadmap, conduct small-scale research, and discuss budget requirements before writing a brief proposal and presenting it to the group.

## Summary

Securing funding for new projects is a major challenge for organisations, as stakeholders are increasingly cautious. To attract support, businesses must craft compelling, scalable project proposals.

A successful proposal relies on strong project planning and a clear roadmap. Writers must consider budget, recruitment, customer impact, and risk mitigation.

Targeting the right funders requires research into stakeholders' past projects and interests. Conduct thorough research, gather feedback, and use data to support your proposal.

Proposals must be clear and accessible to avoid deterring investors. This course provides the skills and best practices needed to present your information and secure funding effectively.

## Course Content & Outline

### Section 1: Your Project Plan

- What do you aim to achieve?
  - SWOT analysis.
- Who does your project benefit?
- Consider your budget and requirements.
  - Your recruitment implications.
  - Equipment, tools, and systems.

### Section 2: Analysis, Feedback & Research

- Evidencing the need for your project.
  - Finding the right audience.
    - Surveys and auditing.
    - Accurate record-keeping.
  - Your reporting and analysis.
- Drawing conclusions from research and data.

### Section 3: Your Project Roadmap

- Discovering your customer journey.
- What problems does your project solve?
  - Concept development.
- Call analysis, data, and preliminary working plan.
  - Auditing and reviewing your changes.
- Who needs to be informed of your planned change?

### Section 4: Identifying the Pros & Cons

- Acknowledging your problem areas and selling your mitigation tactics.
- Selling your benefits and tailoring them to a specific target audience.
  - Predicting and plotting your outcomes.
- Your project strategy and 'plan B' implementation.
  - Legal requirements and commitments.

## Section 5: Researching Your Audience

- Which investors might be interested in your project?
- Researching your potential investors and aiming to please.
  - Selling new ideas to old stakeholders.
- Negotiation and sales techniques that go under the radar.

## Section 6: Writing Your Proposal

- How to structure your proposal.
- Reading and re-reading your content.
- Layout, imagery, and data evidence.
- Presenting the 'then and now' picture.
- Stating your budget, technology, and staff requirements.
- Selling your blue sky and acknowledging the BCP.

## Certificate Description

عند إتمام هذه الدورة التدريبية بنجاح، سيحصل المشاركون على شهادة إتمام التدريب من Holistique Training. وبالنسبة للذين يحضرون ويكملون الدورة التدريبية عبر الإنترنت، سيتم تزويدهم بشهادة إلكترونية (e-Certificate) من Holistique Training.

وخدمة اعتماد التطوير المهني (BAC) معتمدة من المجلس البريطاني للتقييم Holistique Training شهادات ISO 29993 أو ISO 21001 كما أنها معتمدة وفق معايير (CPD) المستمر.

لهذه الدورة من خلال شهادتنا، وستظهر هذه النقاط على شهادة إتمام (CPD) يتم منح نقاط التطوير المهني المستمر واحدة عن كل ساعة CPD يتم منح نقطة، وفقاً لمعايير خدمة اعتماد Holistique Training. التدريب من لأي دورة واحدة نقدمها حالياً CPD حضور في الدورة. ويمكن المطالبة بحد أقصى قدره 50 نقطة.

## Categories

القيادة والإدارة، إدارة المشاريع

## Related Articles

 [Strategic Project Selection: 5 Factors for Success in 2025](#)

Learn the key factors that drive project success. Discover how strategic alignment, feasibility, stakeholder buy-in, risk management, and ROI impact project selection. Unlock the secrets to better project choices