



# Writing powerful executive summaries:

## the 1-day workshop

Attending this workshop will help you to:

(max. 12 attendees)

- ✓ Produce a compelling, irresistible, stand-alone summary of buyer benefits
- ✓ Personalise the exec summary to each buyer, so they recognise their own agenda in it
- ✓ Make the link between their objectives and your offer clear and explicit
- ✓ Design your executive summaries for maximum clarity and impact
- ✓ Make it easy for the client to evaluate the rest of your bid and score you highly
- ✓ Set a standard that your competitors will struggle to meet
- ✓ Win more bids

<b>Welcome</b> <b>09.00-09.30</b>	<ul style="list-style-type: none"><li>• 'What would make today a success for you?'</li><li>• Misconceptions about the executive summary</li></ul>
<b>Planning to succeed</b> <b>09.30-11.00</b>	<ul style="list-style-type: none"><li>• The iterative process of writing an exec summary</li><li>• Planning: why bother?</li><li>• <b>Exercise:</b> how to plan your exec summary</li><li>• A gold-standard structure</li><li>• The five typical buyer roles &amp; how to write for them</li><li>• The five elements of planning any communication</li></ul>
<b>Coffee Break</b> <b>11.00-11.15</b>	
<b>Personalising your response</b> <b>11.15-12.30</b>	<ul style="list-style-type: none"><li>• <b>Exercise:</b> turn features into benefits</li><li>• Vary your register and tone of voice</li><li>• Invigorate and personalise your executive summary</li><li>• <b>Quick Quiz:</b> how to write concise exec summaries</li></ul>
<b>Lunch Break</b> <b>12.30-13.15</b>	
<b>Exercise: writing plain English</b> <b>13.15-14.00</b>	<ul style="list-style-type: none"><li>• In pairs, delegates 'translate' a wordy executive summary into plain English</li><li>• Group debrief</li></ul>
<b>Polishing &amp; designing your executive summary</b> <b>14.00-14.30</b>	<ul style="list-style-type: none"><li>• Editing, checking &amp; proof-reading the exec summary</li><li>• Scoring your readability (and other people's)</li><li>• Information design: an alternative to bullet points</li></ul>
<b>Long writing exercise</b> <b>14.30-16.45</b>	<ul style="list-style-type: none"><li>• Delegates create, edit or re-write a live or recent executive summary</li><li>• Buddy review/trainer feedback</li><li>• Group learning round-up</li></ul>
<b>Learning round-up</b> <b>16.45-17.15</b>	<ul style="list-style-type: none"><li>• What you've learnt, what you'll do differently</li><li>• 7 rules for success</li><li>• Workshop evaluation &amp; close</li></ul>