

Successful Proposals, Articulate Reports (SPAR)

BackDRAFT® Writing Training turns professionals of average and above-average writing talent into confident, articulate experts able to create masterful writing across a broad range of corporate-writing genres.

In the broad continuum of professional research, audit and evaluation, a body of work must be identified, proposed (often for funding), conducted, evaluated and reported. The greatest pressure on writing falls at either end of this continuum, namely a) at the proposal phase when writing must be convincing and complete within demanding limitations of scope and length, and b) at the reporting phase when writing must be logical, unbiased, authoritative, eminently readable and therefore worthy of publication.

While often approached by professionals as unrelated tasks with little in common, the *proposal* and the *report* are two complementary elements of a unified process. The SPAR seminar allows senior researchers, auditors, evaluators and program-delivery professionals to master proven techniques for creating successful proposals and articulate reports by mastering the ten strategies known within BackDRAFT® as the *seniors writers' ten trade secrets*. These include models for ensuring watertight logic and argument, a checklist for reviewing evidence, methods for accommodating reader objections in advance, techniques for making critical statistics relevant and memorable, crafting seamless transitions between sections, and keeping readers alert throughout. Focused, practical and memorable, the SPAR seminar gives experienced professionals a defined set of tools for making the kinds of improvements necessary when their writing must represent their intelligence in a competitive environment.

Training includes...	Participants learn to...	Designed for...
<ul style="list-style-type: none"> ▲ Intensive six-hour seminar ▲ Full-color study guide 	<ul style="list-style-type: none"> ▲ Identify writing personality types ▲ Improve data sharing in the Age of Information ▲ Learn to navigate the Impact ARC™ ▲ Prepare information for decision makers ▲ Follow best practices in client briefings ▲ Use advanced logic and argument ▲ Gather & structure convincing evidence ▲ Use hard and soft statistics ▲ Craft irresistible recommendations ▲ Chose the unexpected word ▲ Move beyond the elevator pitch ▲ Manage the formality scale ▲ Master writing attitude ▲ Find the right tone for any proposal or report ▲ Cut writing & editing time in half ▲ Employ 10 senior writers' trade secrets 	<ul style="list-style-type: none"> ▲ Researchers ▲ Auditors ▲ Evaluators ▲ Policy & Program Officers ▲ Professionals in disciplines including Health, Housing, Transportation, Defense, Agriculture, Environment, Natural Resources & Human Resources
		<p style="text-align: center;">Delivery & cost</p>
		<ul style="list-style-type: none"> ▲ Six-hour, one-day seminar ▲ Up to 20 participants: \$7,500

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