

Proposal Recommendations

Aligning teams on the details of the proposal platform and discussing next steps together.

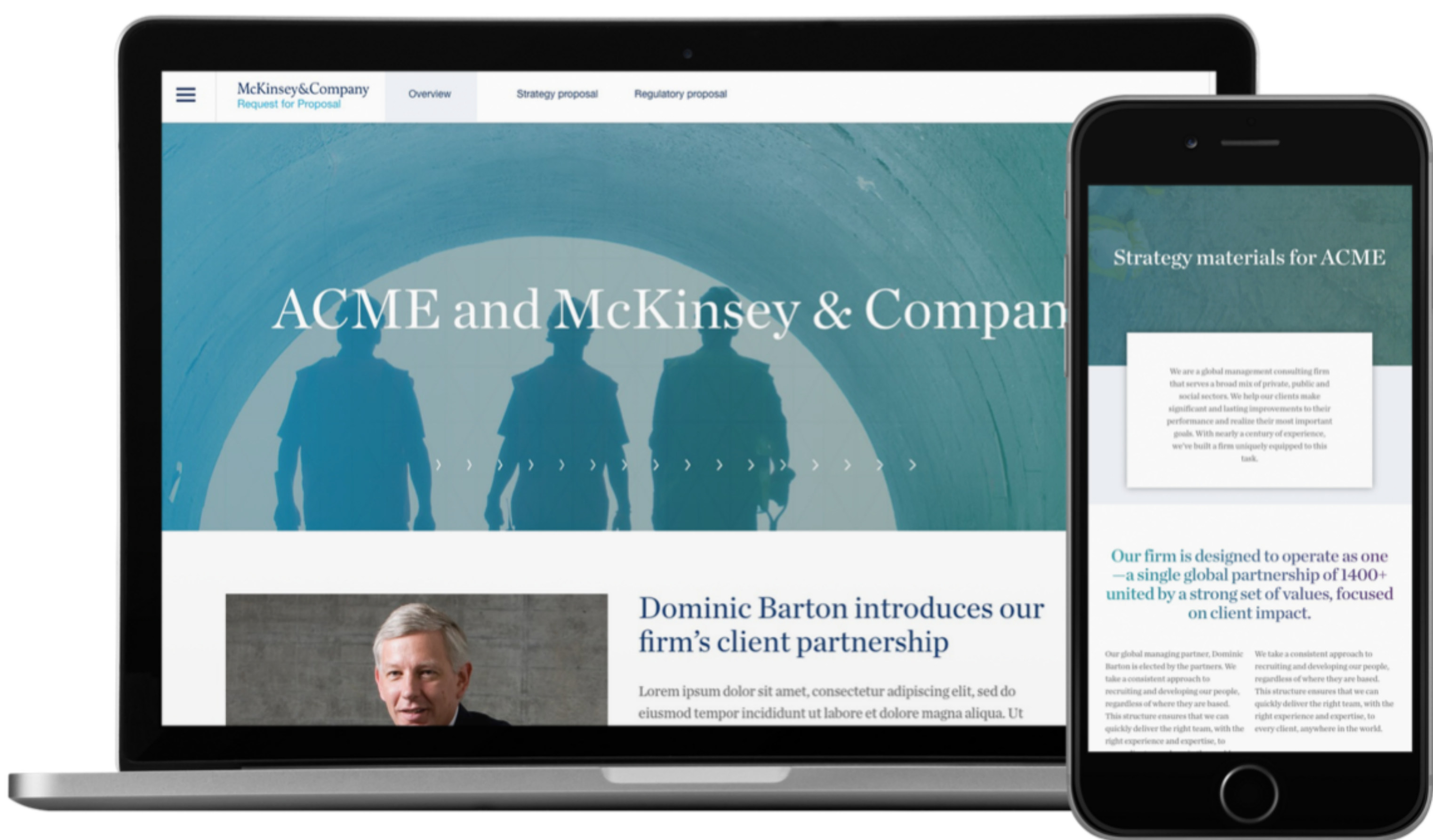
1. Requesting curated proposal content

Full proposal decks do not translate to an optimal user experience on a website.

Best practices to deliver thoughtful, engaging proposal websites:

Read through the proposal deck and pull **only** the most compelling information that can **give context** to the proposal, show where we’ve had the **most impact** in previous cases, and show a **comprehensive plan** for how we will approach this engagement.

The wording on the website should be friendly, direct, show clear understanding of goals and implementation and should not feel like an exhaustive powerpoint. Minimize the number of pages used - ideally should not exceed 10-15 ppt pages worth of content.



Single page Format:

1. Interesting banner graphic that aligns with **proposal theme**
2. Title that clearly explains what the proposal is for
3. **Overview statement** that introduces the proposal, statement should show we understand what the current situation is
4. **Our approach section** - can be a list, paragraph with links etc
5. **Client impact** should show what impact we’ve had with previous clients for similar cases as the current proposal (videos, slideshow, columned list)
6. **Workplan** (optional) - How we will address the current issue
7. **Proposal download** (optional) - link with image

2. Updates for platform

Whenever upgrades are needed, we can scope together based on requirements and timeline.

Helpful approach:

1. Establish any required update before your project timeline begins
2. Reach out to us with details about the requirement, timeline, budget
3. Please reach out to us for any help with video production as well
4. Let’s share: success stories, improvement areas & collaborative opportunities

3. Resources

Client Value Proposition:
<http://home.intranet.mckinsey.com/ks/research/summary/document?id=107557>