



Importance of Proposals:

Business development is a natural and necessary complement to our day-to-day project delivery.

Without proposals, we cannot grow new business.

Almost all of us will and are expected to contribute to proposals at some point. Quite frankly, because proposals are often very short term and created under tight IBM budgets as well, proposal teams may rely on practitioners with experience and skill.

Taking this course is a first step in acquiring the skills to work on a proposal team.

As part of a proposal team you will benefit from your experience in several ways: on large proposals, you'll meet a new team, often cross-practice or even cross sector. If you work outside your usual client domain, you will learn about new clients. And you'll learn about broader solutions, presented with opportunities for innovation. If you're looking for a project switch or growth role, it is ideal to be involved in a proposal –if won, you may have an opportunity to deliver the new work!