

Integra Communications Services

710 Conroy Street
Vancouver, BC V2A 1H5
(604) 603-8775
www.solutionscomm.com

November 15, 2017

Ms. Amanda Sullivan, Coordinator
Vanguard Property Development
1400 Oak Tree Way
Vancouver, BC V5S 2T1

Dear Ms. Sullivan:

It was a pleasure to talk with you several days ago and learn about Vanguard Property Development's recent acquisition. Integra Communications Services is pleased to submit the following proposal outlining our plan for a ten-week on-site workshop aimed at improving the quality of document planning and business writing in your workplace.

Our company is prepared, upon receiving your approval, to immediately implement the plan outlined below and to modify it according to the needs determined through our preliminary assessment of writing samples submitted by your staff. We appreciate your interest in our suggestions and your ongoing support for our creative training solutions.

Background and Purposes

We understand that the individualized training modules and self-learning packages currently used by your employees to address weaknesses in their writing do not provide them with the level of ongoing support and suggestions for improvement they are seeking. A more effective means of training that meets those needs and delivers the desired learning outcomes involves a combination of classroom instruction, regular individual practice, and immediate constructive feedback that will allow employees to build on the strong basic-language skills they may already have and to polish, master, and apply those skills to the actual written materials they produce on the job. Our goal is to help your employees master the skills of writing the way they learn best—through supportive individualized workshops, consultations, and hands-on experience. Our proposed training program is designed to ensure your employees become more confident and efficient writers able not only to identify the qualities of good writing but also to produce quality documents within allotted time frames.

Proposed Plan and Benefits

On the basis of our experience in conducting on-site workshops and writing training seminars, Integra Communications Services proposes the following plan to maximize benefits to your company:

On-Site Workshop. Participants in a group of not more than 20 will receive ten hours of instruction through an intensive on-site workshop offered in five weekly two-hour sessions.

FIGURE 12.1

Sample Informal Proposal

Proposal to Provide an On-Site
Business-Writing Workshop

November 15, 2017

Page 2

Working from your needs, our trainers will provide practical, interactive instruction and individualized attention in an environment that allows participants to learn from each other and share their knowledge and workplace experience. Each workshop will run from 3:30 p.m. to 5:30 p.m., and trainers will remain on hand until 6:30 p.m. to take questions and conduct consultations. The ten hours of classroom time is significantly less than is now required for employees to complete a self-directed training module.

Consultation and Feedback. Each participant will undergo a preliminary skills assessment, based on work in progress, and receive continuous evaluation that focuses on his or her instructional needs. Through substantial written comments and three 20-minute consultations, participants will also receive immediate and relevant feedback and information on topics ranging from remedial English to strategic document planning. On completing the course, each participant will also receive a one-page status report containing a final assessment and concrete suggestions for further skill development.

Course Materials. Each participant will receive a 200-page manual containing learning modules, skill-building exercises, workshop guidelines and topics, printed copies of PowerPoint slides, and assignments specifically adapted to participants' workplace writing tasks.

Ongoing Support. Course participants have unlimited access to our comprehensive online writing resources website containing additional writing tips, links to business-writing resources, and self-correcting review exercises that participants can complete at their own pace and submit for immediate feedback. For one month after completing the course, participants may also telephone our Writers' Outreach Hotline and arrange a free one-hour consultation with a course trainer.

Course Outline. The following outline corresponds to five primary areas of interest and can be adapted and modified according to the needs of individual participants.

Week 1: Foundations of Effective Workplace Communication
Adapting your message to your audience
Organizing routine messages
Legal responsibilities for writers

Week 2: Sharpening Your Style
Determining tone and word choice
Sentence style
Editing techniques

Week 3: E-mail Composition and Management
Netiquette
Handling and processing e-mail
Writing better e-mail messages

continued

Proposal to Provide an On-Site
Business-Writing Workshop

November 15, 2017

Page 3

Week 4: Strategic Document Planning for Routine and Persuasive Messages

Applying standard approaches
Delivering bad news
Writing persuasively

Week 5: Reports and Collaborative Writing

Report planning
Types of reports
Writing proposals

Staffing and Qualifications

Integra Communications Services has earned a reputation as a local leader in the communications field by offering quality writing services and ongoing support to businesses and industries in Vancouver. Our trainers, Dr. Gail Simpson; Ezra Nadel, M.A.; and Marie Brossard, M.A., hold graduate degrees in professional communication from the University of Waterloo, the University of Calgary, and the University of Western Ontario, respectively. All are members of the Association of Business Communication and have an understanding of government and corporate communications environments that comes from years of work with government agencies and businesses such as

- J.G. Hampson & Sons
- Elite Computers Inc.
- Blackwell Investments

Over 90 per cent of our clients report a significant improvement in the quality of their documents and a considerable reduction in the time it takes to process them. For a sampling of client comments and course evaluation surveys, please refer to our website: www.solutionscomm.com. A full client satisfaction survey, administered by Dr. Simpson, will be conducted at the end of the course.

Cost

The total cost of the course, including a ten-hour workshop for 20 participants, consultations, all learning materials, and ongoing support services, is \$3,500. All audiovisual equipment, including PowerPoint projectors and screens, will be supplied by Integra.

Authorization

Our unique approach to professional-writing training has been implemented to a high degree of client satisfaction and will enhance your efforts to improve the quality of written communication in your workplace. I look forward to discussing the details of this proposal with you and answering any questions you may have. The price in this offer is in effect until April 4, 2018.

Sincerely,

Elizabeth Rocca

Elizabeth Rocca
President

EPR:kl

SCOTT
KANDALL
-
BUT