GEEM 445

Engineering Ethics and Professional Practices

Project Proposal

Code of Ethics No. 1, IEB

I solemnly **promise** that I, as a member of 'The Institution of Engineers, Bangladesh (IEB)' I shall **uphold and advance** the **integrity**, **honor** and **dignity** of the engineering profession using my knowledge and skills and shall **hold paramount** the **safety**, **health** and **welfare** of the **public** and shall **try to comply** with the principles of **sustainable**

Project Proposal

- What is a Project Proposal?
- Difference between Contract and Project Proposal
- Key Elements of Project Proposal
- Importance of Project Proposal
- Types of Project Proposal
- Things to consider before writing a Project Proposal
- How to write (steps) a Project Proposal?

What is a Project Proposal?

- A **document** that **describes**:

  -a **proposed project** and

  -its **purpose**, **outcomes**, and

  -the **steps** that will be taken to complete the project.

- A document presents to **potential sponsors** or **clients** to **receive funding** or get your **project approved**.

Difference between Project Contract and Project Proposal:

- Not to be confused with a project contract.

Project Contract:

- A contract is the **formal agreement** between two parties **to complete a project,**

Project Proposal:

- A project proposal's purpose is to communicate **how a company, team, or individual plan to approach a project.**

Key Elements of a Project Proposal:

Actual elements of a project proposal differ depending on the project itself, there are several key elements of a project proposal:

- **Background:** What **problems, challenges**, or **opportunities** exist that **create a need** for this project?

- **Objective(s):** What are the **intended outcomes** of this project?

- **Project Scope:** What are the **steps** or **stages** of the project? What **elements** are included in this project? How the **objectives** will **be reached** through this project?

Why Project Proposal is Important?

- **Improved Vendor Comparison**:

  -One of the most important purposes of a project proposal is to **allow decision-makers to more objectively compare vendors.**

  With a project proposal, decision-makers can compare **prices, processes, and projected outcomes.**

- **Project Understanding:**

  -A project proposal **outlines the purpose and scope** of a project.

  -This is **helpful before a project** takes place since it ensures both parties agree about what the **project itself will include**.

- **Establish Credibility**

  -A project proposal is a **sales tool** that helps establish credibility.

  -Communicate to the decision-maker or stakeholder that the service provider is **capable of completing the project** and **fulfilling expectations**.

  -May also **include potential risks** or **complications** and how the service provider would **overcome those challenges**.

- **Propose an Estimated Timeline & Budget**

  -Proposes a timeline and budget for the project.

  -Provides stakeholders **enough information** about **budget, timeline**, and **outcomes** to determine **whether or not to move** forward with a project and. to make an informed contractor or vendor decision.

- **Set Expectations**

  -Sets expectations for the **client relationship**.

  -Includes a **mutual understanding of deliverables, timelines, and budget.**

  -Set a preliminary agreement that the details in the project proposal to put into the contract if the project moves forward.

- **Inform Project Planning**

  -Helps to in project planning.

  -Once the project is approved, this document will be used to **finalize timelines** and **budget** for the contract as well as to **complete resource scheduling**.

Types of Project Proposals:

- **Formally Solicited Project Proposal**
- **An Informally Solicited Proposal**
- **Unsolicited Project Proposals**
- **Continuation Project Proposals**
- **A Renewal Project Proposal**
- **A Supplemental Project Proposal**

Types of Project Proposals:

Formally Solicited Project Proposal:

- Established **in response to an official request for a new proposal**.
- A **RFP document** is used to **outline client demands** and **specific needs.**
- **Structured and specific response to said RFP**. Having an RFP makes the entire proposal process easier.
- As the specifics are spelled out, **project planning can prevent misunderstandings** or a lack of information that may cause complications later.

An Informally Solicited Proposal:

- It **does not require an RFP**.
- **No specific document required** to outline customer or audience demands.
- **Initial rough starting point** when proposing a project's viability.
- An informally solicited project proposal can be understood as a **proposal request that is lacking specifics information**.

Unsolicited Project Proposals:

- **No one asked for** or **expected to receive one**, but if the **audience can relate to the proposal**, **it can prove extremely valuable**.

- An unsolicited proposal is typically **formed from more ad-hoc activities.**

- Unsolicited proposals can be the **most difficult types to write**, as you will have to put **extra work in to convince the audience** of the project's viability.
- Many times, these proposals **require the most research and the most finesse,** as the audience is unaware that the proposal is even coming their way.

Continuation Project Proposals:

- An **update or reminder for ongoing and already approved projects**.

- **Simplest to write**, as it is a continuation of already existing documentation.

- A continuation proposal can be **thought of as a check-in to ensure the correct funds are provided for the next phase**, as well as **discussing progress** and **accounting for any changes** before moving forward.

A Renewal Project Proposal:

- Required when an **ongoing project has been terminated** or **the resources and support behind such project can no longer be used**.

- More about proving that the **return on investment is greater** than the money being spent on resources so that the **project can begin again**.

A Supplemental Project Proposal:

- Required when **more resources are required to complete a project** than were originally proposed.
- **Main goal is** to **prove the value of adding resources** and **update** the **with a timeline** based on this new plan.
- Also **required when the original project scope has** grown beyond initial expectations.
- **Can be a continuation of the original proposal document**.

Most Important Things to consider before writing a proposal for a project

Your audience:

- **Identify who the decision-makers** are and **determine the relationships between them.**

Examples:

- If the proposal is **for the head of the technology department**, **technical language** are likely expected.

- On the other hand, if it's a small business owner you're trying to win over, use simple**, easy-to-understand language**, with the proposal highlighting the **project's positive impact** on the company's bottom line.

Data and research

- You need **facts**, **figures**, **graphs**, and **charts** to **substantiate your proposal and justify the project's existence**.

- Research past projects, both successful and unsuccessful because you'll need as **much hard data**, **evidence**, and **examples as** you can provide to write a convincing proposal.

Basic Reasons why Project Proposal Get Rejected:

A paper from the 'Project Management Institute (PMI)' Global Congress by **Francis McNamara** cites four **basic reasons why project proposals get rejected:**

- **Poorly defined** proposal.
- Proposal **not aligned with organizational goals.**
- Project **benefits not clearly and credibly defined**
- **Ineffective** project proposal **presentation**

In essence, certain projects fail to receive the green light, not because they're bad projects, but because the **proposal lacked clarity and persuasiveness.**

How to write a project proposal

- Remember the reason you're writing a proposal is to obtain **executive buy-in**.
- You want **key people to support your project**. You **need decision-makers on your side to turn a vision into reality**.
- You want the **proposal to speak to them**, and then **motivate them** to take the next step, which is to **greenlight the project**.

Step 1: Define the problem

- **What's** the **problem** your project is trying to address? **Why** is it a problem? **Why** is it worth solving? Make your audience see the problem the **way you see it**.

How to define the problem?

- **Start strong -** Decision-makers usually don't allot much time to look over a proposal, so make sure that the key point is succinctly described and in a manner that resonates with them.
- **Use facts, not opinion-** Although you want your audience to understand the severity of a problem, you don't want to exaggerate. Instead, use data from your research to back up your assertions.

Step 2: Present your solution

- How will your **project solve the problem**? Why is your solution the **better option** over other similar solutions? Discuss why **other solutions won't work for the situation.**

Tips for presenting your solution:

- **Anticipate questions and objections.** Be prepared to defend your solution from all angles. Be ready to explain why your more expensive solution is better than a less expensive one, for example.
- **Present the solution's larger impact**. Stakeholders are excited about projects with wide-ranging effects than those with limited impact.
- **Again, facts over opinion.** Provide as many research-backed examples as you can.

Step 3: Define your deliverables and success criteria

- Provides a picture of the **functions and attributes** of the deliverable, know how if the project is successful.

Tips for defining deliverables:

- **Include a delivery date.** Define what your project will deliver and what users can expect from it. Also, indicate when you plan to complete each deliverable.

- **Your solution must be SMART.** Your success criteria will signal whether the project has been successful. Remember to keep your solution **SMART** (**specific, measurable, achievable, realistic, and time-bound.**)

Step 4: State your plan or approach

- Most critical section of the proposal and discusses **how to achieve the project's objectives.**
- Starts with an explanation of the approach and **why it's relevant and effective.**
- Explains **how problems will be managed**.

Tips for planning:

- **Introduce project strategies.** Opportunity to discuss the "why" behind the decisions you're making to get the project completed.
- **Explain how problems will be addressed.** Explains the risk mitigation strategies.

Step 5: Outline your schedule and budget

- Section where you **breakdown project costs and detail** how you will meet deadlines.

Tips for defining a schedule and budget:

- **Provide as much detail as possible.** Break your budget down into categories, such as supplies, tools, salary etc. A detailed financial breakdown will signal to stakeholders that you've done your research and don't intend to waste their money.

- **Be concrete. Don't guess.** Provide project start and end times, and if certain sections of the project can be done simultaneously.

Step 6: Tie it all together (conclusion)

- **End proposal with a conclusion** that briefly **summarizes the problem, solution, and benefits**
- Check your proposal for consistency of ideas and whether the elements support each other.

Tips for tying everything together:

- **Your proposal should read like a book.** Your proposal should tell a story. Every section and element must work together to form a cohesive whole.
- **Refrain from introducing anything that doesn't fit.** Be careful not to introduce anything that seems off or doesn't contribute to the overall objectives of the project.
- **Make sure all project proposal elements are present.**

Step 7: Edit/proofread your proposal

- Rewrite your proposal as necessary to make it **interesting, helpful, clear, and persuasive.**
- Ask for feedback, and ensure the proposal is organized and visually appealing.

Tips for editing:

- **Check the tone and language.** Proposal is intended for a certain audience type, so make sure the tone and language used are reflective of that.
- Don’t forget to proofread for grammar, punctuation, or spelling mistakes.
- Proposal to be looked professional.

Use of project management software (*Wrike software)* for the project proposal?

- A project proposal is, in itself, a project and, therefore, can benefit from project management software.

- Software is an essential piece of modern project management basics.

Get the project proposal approved and the project gets funded:

- Whether the **project sees the light of day** depends on how **effective and convincing the proposal is.**

- Decision-makers aren't likely to **spend a lot of time** on your proposal to decide if it's a go or no-go.

- It's vital, therefore, that the **proposal draws their attention**, gets them **curious about the project**, and, in turn, **influence them to action**.

Thanks