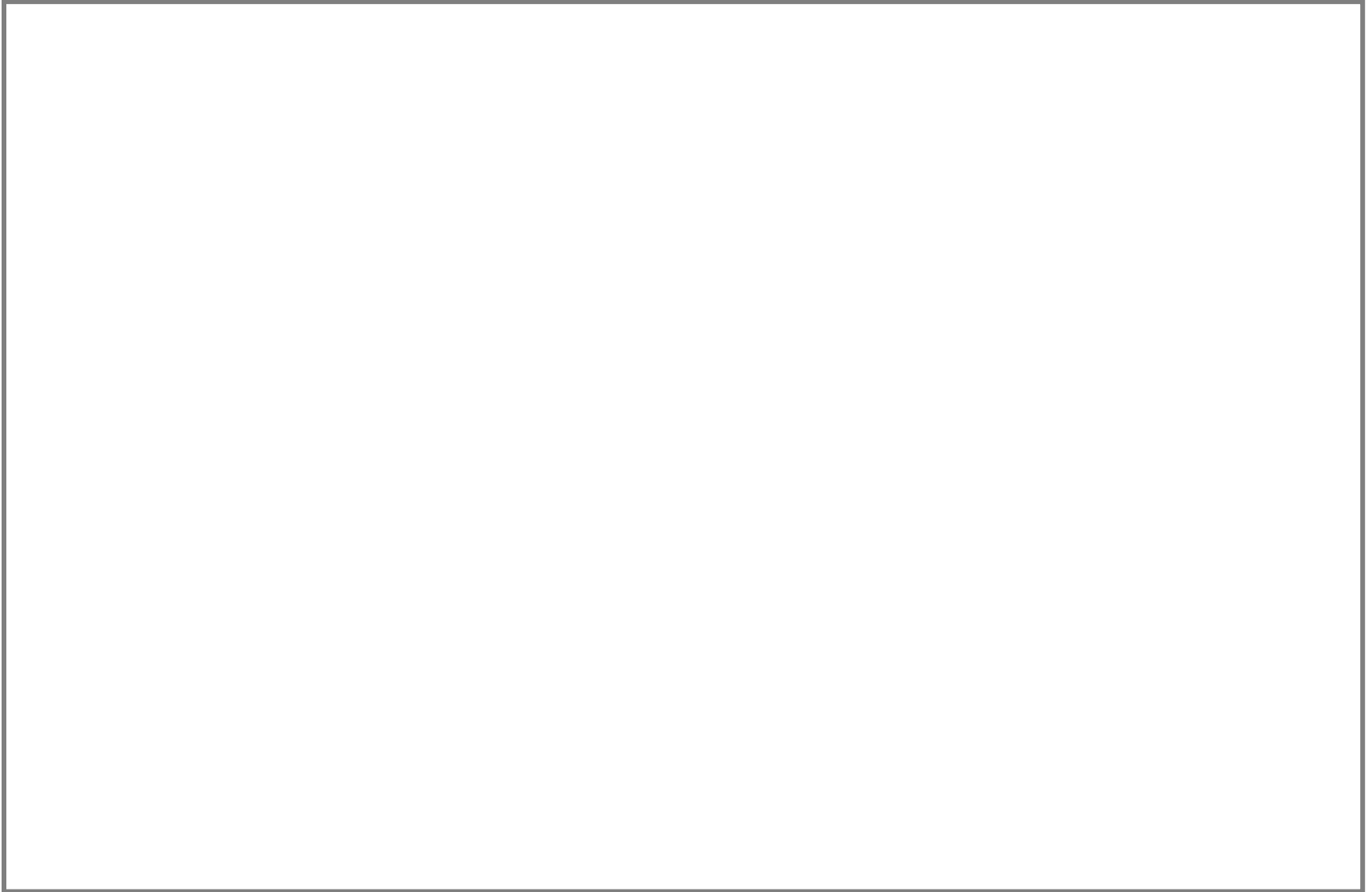


ACTIONABLE CONSULTING PARTNERS

The Proposal Upgrade Lab

Proposal Reception

A large, empty rectangular box with a thin black border, occupying the central portion of the page. It is intended for a proposal reception form or diagram.

Anatomy of an Impact Focused Proposal

1. What business problem are we solving?
2. Why does it matter now?
3. What needs to change in observable behavioral terms?
4. How will we measure progress?
5. Why is this a smart investment?
6. Why is this the right delivery approach?

Notes

Access the

[Impact Proposal Builder™](#)

Observations

Actions

Insights