Creating Influential Proposals

BCS Enterprise Architecture
Specialist Group
3rd Annual Conference

Tuesday 2 July 2019
London, UK

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Amazon Best Sellers
Our most popular products based on sales. Updated hourly.

Best Sellers in Business Leadership Skills

1. "Digital Transformation: The Significant 7 Imperatives for Delivering Successful Change in Complex IT Projects" by Martin Sharp and Edward Johns
   - "Digital Leaders: Plan for the Future"

2. "Drive: The Surprising Truth About Motivation" by Daniel H. Pink
   - "Winning: The Pressure Principle Inside Helping, Harnessing..."

3. "Turn the Ship Around!" by Dave_COMMENT_105
   - "Berne: How to Make the Most of..."

4. "Girlboss: The Surprising Truth About the Misunderstood Women in the Workplace"
   - "Team Teams: 5th Rule of Engagement for a..."

5. "The Pressure Principle: Inside Helping, Harnessing..."
   - "Total Leadership: 5th Rule of Engagement for a..."

6. "Turn the Ship Around!" by Dave_COMMENT_105
   - "Winning: The Pressure Principle Inside Helping, Harnessing..."
THE BIG QUESTION
WHAT'S IN IT FOR ME
WHY SHOULD I READ THIS

WHY SHOULD I READ THIS NOW

WHY SHOULD I TAKE YOUR ADVICE
7 W’s

Why?

What?

Who?

Way?

Worth?

Where?

When?
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- Wording
- Overview
- Entitlement

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