



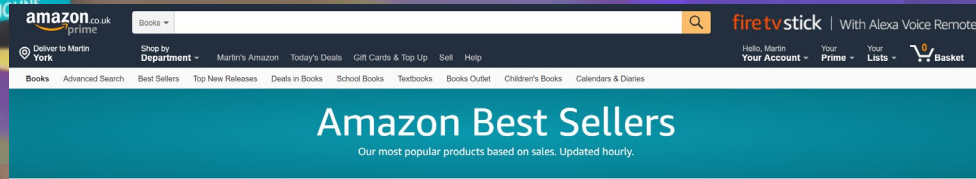
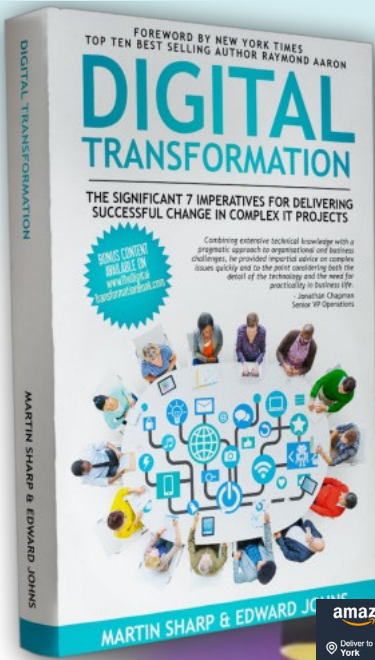
# Creating Influential Proposals

**BCS Enterprise Architecture  
Specialist Group  
3<sup>rd</sup> Annual Conference**

Tuesday 2 July 2019  
London, UK

#BCS  
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Rank	Book Title	Author	Price
#51	The Digital Transformation Book: The Significant...	Martin Sharp	£14.99 vprime
#52	The Pressure Principle: Handle Stress, Harness...	Dr Dave Alred MBE	£9.40 vprime
#53	Turn the Ship Around!: A True Story of Building...	L. David Marquet	£7.91 vprime
#54	Drive: The Surprising Truth About What...	Daniel H. Pink	£5.22
#55	#GIRLBOSS	Sophia Amoruso	£5.99 vprime
#56	Team: New Rules of Engagement for a...	General Stanley McChrystal	£6.73 vprime



# THE BIG QUESTION

# WHATS IN IT FOR ME

**WHY  
SHOULD I  
READ THIS**

**WHY  
SHOULD I  
READ THIS  
NOW**



**WHY  
SHOULD I  
TAKE YOUR  
ADVICE**

**BASIS**



**STRESS FREE SOLUTION  
SEEKER™**

**BUILD**



**A.W.E.S.O.M.E. CONTENT  
CREATOR™**

**BRAND**



**BLUEPRINT™**



**STRESS FREE SOLUTION  
SEEKER™**

**BASIS**



**STRESS FREE SOLUTION  
SEEKER™**

**BASIS**







**A.W.E.S.O.M.E. CONTENT  
CREATOR™**

**BUILD**

**A**

**Wording**

**E**

**S**

**Overview**

**M**

**Entitlement**



**A.W.E.S.O.M.E. CONTENT  
CREATOR™**

**BUILD**

**Observation**

**Overcome**

**Outcome**

**Opportunity**

**Outline**



**A.W.E.S.O.M.E. CONTENT  
CREATOR™**

**OVERVIEW**

**Approach**

**Wording**

**Evidence**

**Scope**

**Overview**

**Money**

**Entitlement**



**A.W.E.S.O.M.E. CONTENT  
CREATOR™**

**BUILD**





**WOW WINNING  
BLUEPRINT™**

**BRAND**

**Symbol**

**Shades**

**Style**

**Sketches**

**Standards**

**Scale**

**Serve**



**WOW WINNING  
BLUEPRINT™**

**BRAND**







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