Advanced Proposal Writing and Cost-Benefit Analysis Course

28 December 2026 – 1 January 2027
Addis Ababa

AGILE LEADERS
Training Center

AGILE LEADERS
Training Center

Advanced Proposal Writing and Cost-Benefit Analysis Course

Ref: 1170_224333 **Date:** 28 December 2026 – 1 January 2027 **Location:** Addis Ababa **Fees:** 4500 Euro

Overview

Advanced Proposal Writing and Cost-Benefit Analysis Course is a one-week course for project sponsors, analysts, proposal managers, planners, finance teams, and investment committees who need a Proposal and Cost-Benefit Decision Pack. Participants connect a defined need to objectives, options, evidence, incremental costs and benefits, economic measures, uncertainty, and a persuasive recommendation. The approach makes assumptions and decision criteria traceable across public investment, infrastructure, and corporate initiatives. Agile Leaders Training Center develops proposal writing and cost-benefit analysis practice.

Who Should Attend

- Sponsorship teams responsible for authorizing investments and testing strategic fit
- Planning teams responsible for defining needs, outcomes, options, and delivery logic
- Proposal teams responsible for assembling evidence, budgets, risks, and recommendations
- Finance and analysis teams responsible for cost, benefit, cash-flow, and sensitivity calculations
- Investment committees responsible for comparing alternatives and documenting decisions

The course assumes participants can interpret budgets, business cases, and project evidence at work; it leaves out introductory accounting and procurement bid writing.

Departments and Industries

The course supports departments and industries that prepare or assess investment and project proposals.

- Strategy, portfolio, project management, and transformation departments
- Finance, budgeting, economic analysis, and internal assurance teams
- Infrastructure, utilities, transport, and energy organizations
- Healthcare, education, development, and public-service organizations
- Manufacturing, technology, real estate, and professional-services firms

Learning Objectives

By the end of this course, participants will be able to:

- Build a need, objective, outcome, and delivery logic
- Compare baseline, longlist, shortlist, and preferred options
- Analyze incremental costs, benefits, and non-monetized impacts
- Apply discounting, net present value, and benefit-cost measures
- Evaluate assumptions, risks, sensitivities, and scenarios
- Build an evidence-based proposal and recommendation

AGILE LEADERS
Training Center

Course Agenda

Day 1: Need, Objectives, and Proposal Architecture

- Problem and Baseline Evidence Statement
- Stakeholder and Beneficiary Analysis Matrix
- Objective, Outcome, Output, and Activity Logic
- Proposal Scope and Assumption Register
- Proposal Governance and Review Route

Day 2: Options and Decision Evidence

- Business-as-Usual and Counterfactual Definition
- Longlist-to-Shortlist Options Matrix
- Critical Success Factor Screening Scorecard
- Evidence Source and Data-Quality Register
- Preferred Option Rationale Template

Day 3: Costs, Benefits, and Economic Measures

- Incremental Cost and Benefit Register
- Financial, Economic, and Non-Monetized Impact Map
- Cash-Flow and Discounting Model
- Net Present Value and Benefit-Cost Ratio Worksheet
- Distributional and Stakeholder Impact Table

Day 4: Risk, Sensitivity, and Proposal Narrative

- Risk, Bias, and Uncertainty Register
- Sensitivity and Scenario Analysis Model
- Delivery, Monitoring, and Evaluation Framework
- Executive Case and Recommendation Structure
- Evidence Traceability and Quality Review Checklist

Day 5: Integrated Proposal Practice

- Exercise: Diagnose Need and Rebuild Objectives
- Exercise: Screen and Compare Options
- Exercise: Calculate Economic Measures
- Exercise: Stress-Test Assumptions and Risks
- Capstone Exercise: Proposal and Cost-Benefit Decision Pack

Practical Exercises

The course uses suggested activities that connect evidence, appraisal calculations, uncertainty, and decision writing.

- Suggested activity: rebuild a weak problem statement and objectives from stakeholder evidence
- Suggested activity: compare infrastructure and service options against a baseline and critical success factors
- Suggested activity: calculate present values and test assumptions for a corporate investment
- Suggested activity: defend a preferred option using evidence, risks, and scenario results

FAQs

Who suits advanced proposal writing and cost-benefit analysis training?

Project sponsors, analysts, proposal managers, planners, finance teams, and investment committees suit the training. Participants should already interpret budgets, business cases, and project evidence.

How does proposal writing with cost-benefit analysis differ from procurement bid writing?

Proposal writing with cost-benefit analysis justifies whether and how an investment should proceed; procurement bid writing responds to a buyer's stated requirements and competition rules.

What belongs in a cost-benefit analysis baseline?

A cost-benefit analysis baseline describes what happens without the proposed intervention, including expected costs, benefits, demand, service levels, constraints, and relevant trends against which incremental effects are measured.

How should non-monetized benefits be handled in cost-benefit analysis?

Non-monetized benefits should be defined, evidenced, measured where feasible, assigned to affected groups, and presented beside monetized results without implying false precision.

Why are sensitivity and scenario analysis important in proposal appraisal?

Sensitivity and scenario analysis show how the recommendation changes when uncertain costs, benefits, timing, demand, discounting assumptions, or delivery risks vary.

AGILE LEADERS
Training Center

Conclusion

Participants take back a Proposal and Cost-Benefit Decision Pack containing the need, objectives, options, evidence, calculations, assumptions, risks, sensitivities, and recommendation. The pack improves the traceability of investment decisions and internal review. It helps teams explain what changes, for whom, at what cost, and under which uncertainties.