ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



BUSINESS WRITING

Writing Grants and Requests for External Funding

Write clear, compelling grant applications and funding submissions that get results.

WHO IT'S FOR

People who write grant applications and funding submissions.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Read funding guidelines and assessment criteria closely
- Answer each criterion directly and with evidence
- Describe need, outcomes and impact convincingly
- Link the budget to the project story
- Write a clear, concise project summary
- Review and edit an application before submission

ABOUT THIS PROGRAM

Our grant writing training deals with applications that miss out for avoidable reasons: criteria answered in general terms, a strong project described weakly, a budget that does not match the story, a submission that reads like every other. Participants learn to read funding guidelines closely, answer each criterion directly, tell a credible story of need and impact and present budgets and outcomes clearly. They draft real application sections in the session, so stronger, more competitive submissions follow.

Tailored to your organisation

We work with the funding programs you apply to, your past applications and assessor feedback, so the practice reflects the grants you pursue.

Talk to us about this program

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Enquire online