Association of Proposal Management Professionals (APMP) Micro-Certification

Executive Summaries

Syllabus

October 2022

1   Introduction

APMP qualifications are offered through APMP's Signature certification scheme as well as through APMP's Micro-Certification:

- Signature Certification:
    - Bid/Proposal Foundation Certification
    - Bid/Proposal Practitioner Certification
    - Bid/Proposal Professional Certification
    - Capture Practitioner Certification

- APMP Micro-Certifications
    - Executive Summaries
    - Bid & Proposal Writing
    - Price to Win

This syllabus covers the Executive Summaries Micro-Certification level of examination for APMP. It is based on the APMP Body of Knowledge (BoK).

The primary purpose of the syllabus is to provide a basis for accreditation of people involved with creating winning proposals. It documents the learning outcomes related to the use of the APMP body of knowledge and describes the scope of the qualification requirements a candidate is expected to meet to demonstrate that these learning outcomes have been achieved.

The target audience for this document is:
- Exam Board
- Exam Panel
- APMG Assessment Team
- Accredited Training Organizations.

This syllabus informs the design of the exams and provides accredited training organizations with a more detailed breakdown of what the exams will assess. Details on the exam structure and content are documented in the APMP Micro-Certification Design.

2   Executive Summaries Micro-Certification

2.1   Purpose of the Executive Summaries Micro-Certification

The purpose of this Micro-Certification is to measure whether a candidate has sufficient knowledge and understanding of the APMP body of knowledge to act as an informed member of a bid and proposal team with regards to writing executive summaries. This micro-certification provides recognition for the essential skills required to create compelling executive summaries.

2.2   Target Audience

This qualification is aimed at proposal writers, proposal managers and others who write in their roles, such as sales, business development and subject matter experts who provide content for executive summaries as part of the proposal document.

2.3   High Level Performance Definition of a Successful Candidate

The candidate who meets this High Level Performance Definition should, as a minimum, be able to recall, recognize and demonstrate understanding of the best practices outlined in the Executive Summaries section of the APMP body of knowledge.

Specifically they should be able to demonstrate this understanding by being able to:
- Identify best practices in creating Executive Summaries
- Explain ways to apply best practices in diverse environments
- Identify ways to apply recent trends
- Explain the typical mistakes made while creating an executive summary

- Explain common terms used

3 Assessment Model

Each learning outcome in the High Level Performance Definition requires the candidate to demonstrate specific knowledge and skills. For each learning outcome, a number of learning outcome measures are identified which are evaluated in the examination, in accordance with the Examination Design, to confirm that the learning outcome has been achieved. These learning outcome measures are shown as syllabus topics and define the scope of the standard required to achieve the qualification.

A classification widely used when designing assessments for certification and education is the Bloom's Taxonomy of Educational Objectives. This classifies learning objectives into six ascending learning levels, each defining a higher degree of competencies and skills. (Bloom et al, 1956, Taxonomy of Educational Objectives).

APMG have incorporated this into a Learning Outcomes Assessment Model that is then used to develop each qualification's Assessment Model. The model provides a simple and systematic means for assessing and classifying the learning outcome measures. .

This structured approach helps to ensure:
- The appropriate level is identified for a qualification
- A clear delineation in learning level content between different qualifications
- Wording is standardized and syllabi are presented consistently across APMG's qualification portfolio
- Exam questions and papers are consistent in their design.

The Micro-Certification qualification examines at levels 1 (recall) and 2 (understand).

APMP Micro-Certification Assessment Model				
	1. Recall	**2. Understand**	**3. Apply**	**4. Analyse**
APMG Learning Level Definition	*remember previously learned information*	*grasp the meaning and make sense of information*	*use information to perform a skill or task*	*identify whether information has been used appropriately according to the rules and guidance*
Generic APMG Headers *For introducing the learning outcome measures (topics) in the Syllabus*	Recall terms and key facts about concepts, principles and procedures from the reference material	Understand key facts, concepts, principles and procedures from the reference material	Apply key facts, concepts, principles and procedures to a given scenario	Differentiate between appropriate and inappropriate use of the reference material in a given scenario
APMP Micro-Certification	Recall terms and key facts related to creating Executive Summaries	Understand the terms, best practices, recent trends, common pitfalls and misconceptions when creating Executive Summaries	Apply best practices when creating an Executive Summary for a given scenario	Differentiate between appropriate and inappropriate use of best practices within the context of a given scenario

4 Qualification Scope

The definition of scope for the qualification is presented in the syllabus tables at the end of this document. Each syllabus area is a unit of learning that relates to the reference material or training course module.

The following syllabus areas are identified.

Syllabus Area Code	Syllabus Area Title
ES	Best Practice in Writing Executive Summaries

5 Syllabus Presentation

For each syllabus area the learning outcome measures are presented in order of learning level and are introduced by a standard header. There is only one header at each learning level for each syllabus area. The wording in this header is derived from the Assessment Model. Each measure is specific to a learning level.

Each of the syllabus areas is presented in a similar format as follows:

Syllabus Area Code XX [2]		Syllabus Area : QUAL Syllabus Area (XX) Theme [1]	Primary References
Level	Topic		
Recall terms and key facts related to creating Executive Summaries. [3] Specifically to recall the:			
01 [4]	01 [5]	[6] Purpose of an Executive Summary	[7] https://bok.apmp.org/glossary/executive-summary/
01	02	Purpose of a Bidder Comparison Matrix (BCM)	https://bok.apmp.org/glossary/bidder-comparison-matrix-bcm/

Key to the Syllabus Area table

1	Syllabus Area	Unit of learning, e.g. course module, key activity area or section of the reference guide.
2	Syllabus Area Code	A unique 2 character code identifying the syllabus area.
3	Learning Level Header	Header introducing the syllabus topics *(learning outcome measures)* for a given learning level.
4	Level	Learning level of the learning outcome measure..
5	Topic Reference	Number of the topic within the learning level.

| 6 | Topic Description *(Learning Outcome Measure)* | Precise and specific description of what is required of the candidate to demonstrate that a learning outcome has been achieved. |
| 7 | Primary Reference | The main reference supporting the learning outcome measure. |

6　Important Points

The following points about the use of the syllabus should be noted.

6.1　APMP Body of Knowledge (BoK) References

The APMP BoK references provided should be considered to be indicative rather than comprehensive, i.e. there may be other valid references within the BoK.

The APMP BoK comprises 51 topics organized into seven categories. The Executive Summaries Micro-Certification is based on the Executive Summaries section of the BoK, found under the 'Focus on Customer' category.

7　Syllabus Exclusions

The entire Executive Summaries topic within the APMP BoK is included within the syllabus.

Syllabus Area Code ES		Syllabus Area: *Best Practice in Writing Executive Summaries* (ES)	Primary References
Level	Topic		
Recall terms and key facts related to creating executive summaries. **Specifically to recall the:**			
01	01	Definition and purpose of a Bidder Comparison Matrix (BCM)	https://bok.apmp.org/glossary/bidder-comparison-matrix-bcm/
01	02	Definition and purpose of a hot button	https://bok.apmp.org/glossary/hot-buttons/
01	03	Definition and purpose of a SWOT analysis	https://bok.apmp.org/glossary/swot/
01	04	Definition of win themes and what they must contain 1. Features 2. Benefits 3. Proof point	https://bok.apmp.org/glossary/win-themes/ https://bok.apmp.org/glossary/feature/ https://bok.apmp.org/glossary/benefit/ https://bok.apmp.org/glossary/proof-points/
01	05	Definition of theme statements	https://bok.apmp.org/glossary/theme-statement/
Understand the best practices, recent trends, common pitfalls and misconceptions when creating executive summaries **Specifically to:**			
02	01	Explain the main aim of an executive summary	https://bok.apmp.org/bok/executive-summaries/
02	02	Explain the importance of following client's instructions	https://bok.apmp.org/bok/executive-summaries/
02	03	Identify when an executive summary is required	https://bok.apmp.org/bok/executive-summaries/
02	04	Explain how to assign writing and review responsibilities strategically	https://bok.apmp.org/bok/executive-summaries/
02	05	Identify best practice in naming an executive summary	https://bok.apmp.org/bok/executive-summaries/
02	06	Explain a realistic executive summary development process and the key questions to be answered	https://bok.apmp.org/bok/executive-summaries/
02	07	Explain the appropriate length of an executive summary	https://bok.apmp.org/bok/executive-summaries/
02	08	Explain the position of an executive summary in a document	https://bok.apmp.org/bok/executive-summaries/

Syllabus Area Code ES		Syllabus Area: *Best Practice in Writing Executive Summaries* (ES)	
02	09	Explain how to structure an executive summary using the 5-box model: 1. The customer's business drivers, goals and challenges 2. Our solution 3. Customer's investment 4. Next steps 5. Wrap-up	https://bok.apmp.org/bok/executive-summaries/
02	10	Identify the principles of clear writing in an executive summary	https://bok.apmp.org/bok/executive-summaries/
02	11	Identify best practice in the use of graphics, charts and images within an executive summary	https://bok.apmp.org/bok/executive-summaries/
02	12	Identify best practice when reviewing and testing an executive summary before submitting it	https://bok.apmp.org/bok/executive-summaries/
02	13	Explain the application of executive summaries in diverse environments	https://bok.apmp.org/bok/executive-summaries/
02	14	Identify recent trends in executive summaries	https://bok.apmp.org/bok/executive-summaries/
02	15	Explain the common pitfalls and misconceptions of executive summaries	https://bok.apmp.org/bok/executive-summaries/