



PROPOSALS
GUIDE

**VISIONARY PROPOSALS ARE THE PATH
TOWARD A TRANSFORMATIVE**

FUTURE



PROPOSAL GUIDE

Design, drafting, argument,
and presentation manual for the confined people

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DEDICATION

To my confined people: because proposing with order is transforming despair into a solution. To those who decide and administer: because a clear proposal reduces conflict, improves processes, and elevates results.

PROLOGUE

I write this Guide because I discovered that many good ideas die for one simple reason: they are not built as a proposal. I have seen people with vision present complaints as if they were solutions, and I have seen real solutions rejected because they had no structure, no plan, no criteria, and no metrics. I have also seen how the system gets exhausted when it receives writings that demand without explaining the “how,” the “when,” the “with what,” and the “for what.”

A proposal is not a complaint. A proposal is a design: it identifies a problem with reasonable evidence, defines an objective, presents options, recommends a route, describes resources, establishes an implementation plan, and proposes how to measure results. A well-made proposal does not humiliate the receiver; it invites them to evaluate with clarity.

I write in the first person because I walk this reality myself, and because my mission is for the confined people to learn to build proposals that serve both sides: the sender because it organizes them and gives them credibility; and the receiver because it delivers a document that is processable, applicable, and measurable.

HOW TO USE THIS GUIDE (IN 7 RULES)

1. One proposal, one central problem and one objective.
2. Differentiate: problem, cause, impact, and solution.
3. Proposing is not accusing: it is designing.
4. Include a plan: steps, responsible parties, resources, and time.
5. Measure: simple and verifiable metrics.
6. Anticipate objections: cost, security, logistics, regulation.
7. Close with a clear request: evaluation, meeting, pilot, or adoption.

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CHAPTER 1 — WHAT A PROPOSAL IS AND WHAT IT IS NOT

A proposal is a document that seeks for someone to evaluate, adopt, or pilot a solution. Its strength is not in the tone; it is in the design.

A PROPOSAL IS

- A diagnosis of a problem with a reasonable basis
- A clear and achievable objective
- A solution explained step by step
- An implementation plan
- Metrics to measure success
- Anticipated risks and mitigation

A PROPOSAL IS NOT

- An insulting letter
- A list of complaints without the “how”
- A demand without a plan
- A dream without structure
- A document without metrics or time

CHAPTER 2 — REQUIRED ELEMENTS OF A PROPOSAL

I do not submit incomplete proposals. Every serious proposal includes:

1. Cover page (title, author, date, recipient)
2. Executive summary
3. Problem (what is happening)
4. Causes (why it is happening)
5. Impact (who it affects and how)
6. Objective (what is to be achieved)
7. Scope (what it includes and what it does not)
8. Proposed solution (design)
9. Alternative options (if applicable)
10. Implementation plan (phases, time, resources)
11. Metrics (how it is measured)
12. Risks and mitigation
13. Benefits (for both sides)
14. Final request (review, meeting, pilot, adoption)
15. Attachments (if applicable)

CHAPTER 3 — TYPES OF PROPOSALS AND WHEN I USE EACH ONE

1. Process improvement proposal (simplify a procedure)
2. Educational proposal (programs, workshops, guides)
3. Operational proposal (logistics, schedules, flow)
4. Preventive security proposal (control without abuse)
5. Health and wellness proposal (prevention, support)
6. Technology proposal (system, registry, control)
7. Reentry/rehabilitation proposal (phased plan)
8. Pilot proposal (test on a small scale)
9. Internal policy proposal (adjustment of rule/protocol)
10. Interagency collaboration proposal (coordination)

CHAPTER 4 — WRITING METHOD: MY STEP-BY-STEP

STEP 1: I define the problem in one sentence

“Currently ____ occurs, which causes ____.”

STEP 2: I define the objective in one sentence

“This proposal seeks to achieve ____ in ____ time.”

STEP 3: I write the executive summary

What is proposed, why, how, and benefits.

STEP 4: I make the diagnosis: cause + impact

Two to three causes, two main impacts.

STEP 5: I design the solution (steps)

How it is actually implemented.

STEP 6: I define minimal resources

Staff, materials, time, coordination.

STEP 7: I define simple metrics

Indicators that can be measured.

STEP 8: I anticipate risks and mitigation

So the reader does not have to guess.

STEP 9: I close with a clear request

Meeting, evaluation, pilot, adoption, response in writing.

STEP 10: I attach evidence and archive

Copies, index, and record.

CHAPTER 5 — DIAGNOSIS: PROBLEM, CAUSES, AND IMPACT

I do not start by accusing. I start by describing reality with order.

PROBLEM FORMAT

- What is happening
- Where it occurs
- How often (if known)
- What consequence it causes

CAUSES FORMAT

Cause 1: _____

Cause 2: _____

Cause 3: _____

IMPACT FORMAT (IN TWO BANDS)

Impact on the confined population: _____

Impact on the system (administration/process/resources): _____

CHAPTER 6 — OBJECTIVES, SCOPE, AND BENEFITS

A proposal without a measurable objective is a speech.

MAIN OBJECTIVE

It must be: specific, possible, and measurable.

SECONDARY OBJECTIVES

They support the main one.

SCOPE

What it includes: _____

What it does NOT include: _____

BENEFITS

For confined people: _____

For administration: _____

For the court/government (if applicable): _____

CHAPTER 7 — SOLUTION DESIGN: OPTIONS AND RECOMMENDATION

Here I design like an architect: options and a recommended route.

OPTION A (MINIMAL)

What it is: _____

Advantage: _____

Limitation: _____

OPTION B (INTERMEDIATE)

What it is: _____

Advantage: _____

Limitation: _____

OPTION C (OPTIMAL)

What it is: _____

Advantage: _____

Limitation: _____

RECOMMENDATION

I recommend option _____ because _____.

CHAPTER 8 — IMPLEMENTATION PLAN: PHASES, TIME, AND RESOURCES

PHASES

Phase 1 (Preparation): _____ days/weeks

Phase 2 (Pilot implementation): _____

Phase 3 (Evaluation): _____

Phase 4 (Adjustment and expansion): _____

TIME

Proposed start: // _____

Initial evaluation: // _____

Results report: // _____

RESOURCES (MINIMUM)

Staff: _____

Materials: _____

Spaces/schedules: _____

CHAPTER 9 — METRICS, CONTROL, RISKS, AND MITIGATION

If it is not measured, it turns into opinion.

SIMPLE METRICS (EXAMPLES)

- Average response time
- Number of cases handled per period
- Reduction of incidents/confusion
- Compliance with steps in the process
- Program participation (if applicable)

CONTROL

- Who records
- How often it is reviewed
- How it is reported

RISKS AND MITIGATION

Risk 1: _____ Mitigation: _____

Risk 2: _____ Mitigation: _____

Risk 3: _____ Mitigation: _____

CHAPTER 10 — PRESENTATION, RECORD, AND FOLLOW-UP

A proposal without presentation is just another paper. I present it as a package.

MY PACKAGE

- Cover page
- Executive summary
- Body (problem–solution–plan–metrics)
- Attachments
- Final request

FOLLOW-UP

If there is no response, I follow up with a short letter: I confirm receipt, request status, and request evaluation or a meeting.

CHAPTER 11 — ERRORS THAT KILL A PROPOSAL AND HOW I AVOID THEM

ERROR 1: Starting with an attack.

CORRECTION: neutral diagnosis.

ERROR 2: Not including a plan.

CORRECTION: phases, time, and resources.

ERROR 3: Not including metrics.

CORRECTION: simple and verifiable indicators.

ERROR 4: Proposing the impossible.

CORRECTION: minimal option/pilot.

ERROR 5: Mixing many problems.

CORRECTION: one central problem.

ERROR 6: Not anticipating objections.

CORRECTION: risks and mitigation.

ERROR 7: Vague final request.

CORRECTION: “I request evaluation / meeting / pilot / response in writing.”

CHAPTER 12 — 30-DAY PLAN TO BUILD SERIOUS PROPOSALS

DAYS 1–3: choose problem, objective, executive summary

DAYS 4–7: diagnosis, causes/impact, solution options

WEEK 2: implementation plan, resources

WEEK 3: metrics, risks/mitigation

WEEK 4: final package, presentation, follow-up

I do not propose to demand; I propose to solve. My proposal turns need into design, and design into plan. When a proposal is well structured, it stops being opinion and becomes a decision tool. My goal is for my confined people to learn to build solutions with order, and for the system to receive proposals that can be evaluated, measured, and applied. That is how the process is elevated: with ideas that walk.

APPENDIX A — TEMPLATES READY TO PASTE

A1) PROPOSAL COVER PAGE

PROPOSAL: _____

Addressed to: _____

Author: _____

Date: // _____

A2) EXECUTIVE SUMMARY (TEMPLATE)

This proposal is submitted with the objective of _____

The identified problem consists of _____

The recommended solution is _____.

Implementation will be carried out in the following phases: _____

The minimum required resources are _____.

The metrics to measure success will be _____

The main benefits include: _____.

Therefore, I request: () evaluation () meeting () pilot () adoption () response in writing.

A3) COMPLETE PROPOSAL (UNIVERSAL TEMPLATE)

TITLE: _____

DATE: // _____

AUTHOR: _____

ADDRESSED TO: _____

1. EXECUTIVE SUMMARY

2. PROBLEM

Currently occurs: _____.

3. CAUSES

4. IMPACT

On the confined population: _____

On the system: _____

5. MAIN OBJECTIVE

6. SECONDARY OBJECTIVES

7. SCOPE

Includes: _____

Does not include: _____

8. SOLUTION OPTIONS

Option A (minimal): _____

Option B (intermediate): _____

Option C (optimal): _____

9. RECOMMENDATION

Option ____ is recommended because: _____

10. IMPLEMENTATION PLAN

Phase 1: _____ (time: _____)

Phase 2: _____ (time: _____)

Phase 3: _____ (time: _____)

Phase 4: _____ (time: _____)

11. RESOURCES

Staff: _____

Materials: _____

Spaces/schedules: _____

Coordination: _____

12. METRICS

13. RISKS AND MITIGATION

Risk 1: _____ Mitigation: _____

Risk 2: _____ Mitigation: _____

Risk 3: _____ Mitigation: _____

14. BENEFITS

For confined people: _____

For administration: _____

For system/court/government (if applicable): _____

15. FINAL REQUEST

For the reasons stated above, I request:

I request a response in writing for record and follow-up purposes.

SIGNATURE: _____

NAME/ID: _____

DATE: // _____

A4) PILOT PROPOSAL (SHORT)

TITLE: Pilot of _____

Objective: _____

Duration: _____ weeks _____

Pilot area: _____

Steps:

1.

2.

3.

Main metric: _____

Results report: // _____

Request: Authorization for the pilot and designation of an official channel is requested.

Signature: _____ Date: // _____

APPENDIX B — TABLES READY TO COPY

B1) PROBLEM–CAUSE–IMPACT MATRIX

Problem: _____

Cause 1: _____ Impact: _____

Cause 2: _____ Impact: _____

Cause 3: _____ Impact: _____

B2) PHASES TABLE

Phase | Activity | Responsible | Time | Expected result

1 | _____ | _____ | _____ | _____

2 | _____ | _____ | _____ | _____

3 | _____ | _____ | _____ | _____

B3) METRICS TABLE

Metric | How it is measured | Frequency | Goal | Responsible

_____ | _____ | _____ | _____ | _____

_____ | _____ | _____ | _____ | _____

B4) RISK-MITIGATION MATRIX

Risk | Probability | Impact | Mitigation | Responsible

____ | ____ | ____ | ____ | ____

____ | ____ | ____ | ____ | ____

APPENDIX C — CHECKLISTS (TOTAL CONTROL)

C1) COMPLETE PROPOSAL CHECKLIST

- Cover page
- Executive summary
- Clear problem
- Causes
- Impact (confined people, system)
- Main objective, secondary objectives
- Scope (includes/does not include)
- Options and recommendation
- Phased plan with time
- Minimum resources
- Verifiable metrics
- Risks and mitigation
- Benefits
- Clear final request
- Signature, copy, and record

C2) CLARITY CHECKLIST

- One central problem
- Implementable solution
- Actionable recommendations
- No personal attacks
- Institutional language

C3) PRESENTATION AND FOLLOW-UP CHECKLIST

- Complete package with attachments
- Copy archived
- Delivery record
- Follow-up date set
- Follow-up letter ready if they do not respond

I close this book with a truth I learned through real experience: a proposal is not measured by how beautiful it sounds, but by how possible it is. Because in a system where everything competes with time, resources, and risk, the idea that brings no plan stays as a desire. And desire, even if it is fair, does not walk by itself.

That is why I decided that every time I propose, I will build as it should be built: clear problem, real causes, defined impact, measurable objective, viable options, reasoned recommendation, phased plan, minimum resources, verifiable metrics, and anticipated risks with mitigation. That structure turns my voice into a tool. Not because it gives me power over anyone, but because it gives me credibility—and credibility opens doors that anger does not open.

I also understood something important: proposing is not attacking. Proposing is elevating. When I propose with respect and method, I save work for the receiver, I reduce the margin of error in the process, and I give the system a real opportunity to improve without feeling cornered. And when the system improves, my confined people breathe better too. That is why this Guide is not only for “the one who asks”; it is so that the one who decides has something serious to evaluate.

I close by reaffirming my mission: to turn disorder into design, and design into results. That my ideas do not remain in conversation; that they become a plan. That my indignation does not remain noise; that it becomes a route. Because real change does not arrive when I shout louder: it arrives when I present a solution so clear that it forces it to be seen.

“I DON’T BRING LOOSE COMPLAINTS: I BRING A PLAN

WITH MEASURE; A CLEAR PROBLEM, FIRM STEPS, AND A DEFINED GOAL;

MY PROPOSAL DOESN’T MAKE NOISE...

IT MAKES THE SOLUTION COME TO.

**LET'S GO PEOPLE!
LET IT BE CLEAR,
THIS IS A CRY FOR PEACE,
AND NOT FOR WAR,
THE PHILOSOPHY,
REMAINS ALIVE,
LET'S FOLLOW CARLOS'S PHILOSOPHY,
WE DON'T WANT HUGS WITH LIFE,
UNTIL OUR PEOPLE ARE FREE,
LET'S ALL UNITE,
IN A SINGLE LINE,
OF THOUGHT,
AND CONSCIOUSNESS,
TO COMBAT,
OUR GREATEST OPPRESSOR,
THE MONSTER,
WITH SEVEN HEADS,
AND IN MEMORY,
OF OUR SUPREME LEADER,
CARLOS TORRES MELÉNDEZ,
AND OTHER FALLEN BROTHERS,
IN THE STRUGGLE OF PAIN,
FIGHT,
SHARE,
AND LIVE IN HARMONY,
AS STIPULATED,
BY OUR PHILOSOPHY OF LIFE,
ASOCIACIÓN ÑETA,
ASOCIACIÓN ÑETA,
ASOCIACIÓN ÑETA.**

