



# PUBLIC SECTOR BRIEF WRITING SKILLS




 **Delivery:**  
Face to Face or Virtual

 **Duration:** 3-hours

 **Maximum Participants:** 12

 **Recommended for:**  
Anyone required to compose  
written Briefs

 **Fully Pre-qualified on:**  
buy.nsw Supplier Hub,  
VendorPanel and AusTender

## Create more compelling and relevant briefs for the Public Sector

Brief writing should be structured and easy for the audience to grasp. Through theory and a series of practical exercises, this workshop provides the tools and techniques to compose briefs more effectively, efficiently and utilising templates and protocols of your Agency.

### WORKSHOP CONTENT

This workshop provides participants with the knowledge and skills to craft compelling and professional Briefs. Tailored to specific Agency templates, this training is delivered by an experienced facilitator with an extensive Public Sector background.

### LEARNING OUTCOMES

- Upon completion of this workshop, participants will be able to:
  - Understand the fundamentals of Plain English - writing with clarity, concisely and with impact to convey key messages
  - Recognise the importance of structure - effectively use appropriate formats, templates and writing protocols
  - Plan their brief - understanding purpose and audience, structure and style

- Identify and develop relevant content
- Write in a clear and logical layout to minimise any frustration or misunderstanding by the reader
- Understand the value of transparency and informative writing
- Recognise and use business tone standards to match your organisation
- Present visual data effectively
- Write effectively to deliver bad news
- Edit and proofread

### COMMUNICATE INFORMATION CLEARLY AND WITH IMPACT

Cut through with a concise and relevant brief to ensure information is received and understood with clarity.

### NSW CAPABILITY FRAMEWORK ALIGNMENT

- Personal Attributes
- Relationships
- Results

### RELATED WORKSHOPS ALSO AVAILABLE:

- Writing Job Applications & Interview Skills
- Leadership Development
- Communication Skills
- Presentation Skills

// An easy to follow workshop that will really help with my writing. //

Department of Education