

PUBLIC SECTOR BRIEF WRITING SKILLS



Delivery:
Face-to-Face or Virtual



Duration: Half day



Maximum Participants: 12



Recommended for:
Anyone required to compose
written Briefs



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

Write more compelling and relevant briefs

Brief writing has a specific purpose and 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 and efficiently 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 your specific Agency templates and focus, this training is delivered by an specialist facilitator with an extensive professional writing background.

LEARNING OUTCOMES

Upon completion of this workshop, participants will be able to:

- Understand the expectations and intent of brief writing within your organisation.
- 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/intent 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 EFFICIENTLY, 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 AVAILABLE:

- Business Writing Skills
- Strategic Leadership and Management
- Effective Communication Skills
- Presentation Skills

“ An easy-to-follow workshop that will help with my writing. ”

Department of Education