



Writing for the public sector

Our courses

In the public sector, writing skills have all too often been overlooked. But your organisation's reputation depends on its written output. And good writing saves time – and tax-payers' money.

Relating to your reader

On this practical one-day course, Emphasis writing experts will show you how to communicate with your readers in a way they understand – whether it's drafting a clearly structured report, composing a letter that hits the right tone or writing a form that is easy to fill in.

Focus on your writing

We'll analyse a sample of your writing, which allows us to identify exactly what you need help with. As a result, you'll learn how to create documents that flow rather than bamboozle, that engage rather than frustrate and that get your message across. First time.



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Who is it for?

This course will benefit anyone working in the public sector, from managers and team leaders to those responsible for answering queries from the public.

How long is it?

One day + short one-to-one coaching session.

Why it works

- Pre-course writing analysis identifies the areas you need to work on.
- Small group training ensures you get individual attention.
- The course is tailored so that examples and exercises are relevant to public-sector work.
- Targeted follow-up coaching focuses on ongoing problems.
- Follow-up support includes free telephone and email support for a year.

What you'll learn

On this one-day course you will learn how to:

- plan what you're going to say
- focus on your reader's needs (whether colleague, private-sector supplier or member of the public) before you write
- use a structure that makes sense to them
- overcome any anger or anxiety a correspondent may feel and make sure they take in what they need to
- choose an appropriate style for them
- make your writing more readable, including taking account of varying literacy standards
- write confidently and clearly
- construct sound, clear sentences
- avoid jargon and waffle
- use punctuation properly, to help the reader
- minimise the chance of 'bite back'.



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Course programme

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9.30 Introduction

- Welcome
- Course overview

- Thinking about readers' needs
- Establishing what you want to achieve
- Deciding on your key messages

10.45 Coffee

- Planning information documents
 - Assembling the facts
 - Creating a logical structure
 - Making the information flow
- Planning letters and emails
 - Establishing empathy
 - Setting the right tone
 - Addressing readers' concerns
 - Using an appropriate structure

1.00 Lunch

- Ensuring readability for all your readers
 - Making your writing active
 - Avoiding jargon and waffle
 - Writing clearly and concisely
 - Structuring your sentences for easy reading

3.30 Tea

- Perfect punctuation
- Confident grammar

Summary

5.30 Close

Write clearly and with impact: learn how to get your message across first time.