

Managing Writing

for the Australian Public Sector

Writing successfully

'This advanced writing course shows you how to articulate, argue, advise and analyse in ways that are meaningful to senior public sector officers and to political leaders.'

Francis Walsh



What this course aims to achieve.

The aim of this two-day course is to help you to develop advanced writing skills that are relevant to and effective in the public sector. This learning experience focuses on grammatical and stylistic conventions as well as logical, structural and psychological techniques that create successful, government communication.

What this course will try to help you do.

- Practise using correct, government stylistic conventions.
- Revise punctuation and grammatical rules.
- Learn to write for senior executives, stakeholders, ministers and the general public.
- Practise creating appropriate tone.
- Use jargon when and where it is appropriate.
- Learn the key concepts of typography and page design.
- Develop a sense of credibility in the reader's mind.
- Understand how to construct coherent reports, briefings and submissions.
- Learn how to construct successful arguments.
- Persuade readers to take appropriate action.

What this course is like.

This presentation is a combination of brief lectures, exercises and discussions. You will receive extensive course documentation.

The learning environment is relaxed, supportive and non-judgmental. It is highly likely that other participants will share similar experiences and have skills that are equivalent to yours.

Participants report that they enjoyed this course because their experience and intellect was recognised and valued.

Francis Walsh will be able to help you (if you wish) during and after the course.



What you will do during the course.

- Learn the characteristics of bureaucratic style.
- Analyse the impact of new words and jargon.
- Develop skills in non-discriminatory language and other 'political languages'.
- Practise writing for people who have differing reading abilities.
- Learn the key aspects of typography and page layout.
- Practice creating consistent and coherent documents.
- Practise writing instructions.
- Improve your skills in using persuasive writing techniques.
- Learn to structure public sector reports and submissions.
- Develop successful arguments.

What you will be able to do after the course.

If you follow the principles and techniques learned in this course, you will be able to apply newly learned skills in advanced writing techniques immediately upon your return to work.

You will be able to respond more competently to demands for various types of documents, including reports, briefs and submissions. You will be able to modify your writing style to communicate with different types of readers.

You will be able to assess other people's communication styles and to formulate powerful and persuasive written responses. You will be able to support your colleagues and your staff.



Who you will meet at this course.

During the 'Managing Writing' course you will meet other people who are working in the Australian public sector. Many of them (but not all) have graduate or post-graduate qualifications. Typically, participants are competent writers. At work, they would be required to write reports, submissions, memorandums, briefings, minutes and correspondence.

What participants have said.

'The best training course I have attended.'

'Excellent. Informative. Credible. Entertaining.'

'Great course. Really enjoyed it, although different to my expectations. I have learned a lot.'

'A delight to see and hear.'

'Good fun and very informative. Gave me a lot more information about other people's perceptions. Thank you.'

'Absolutely brilliant, passionate, creative and really made me think about my style of writing.'



What to do next.

Register for the next 'Managing Writing' course.

Managing Writing for the Australian Public Sector

If you have any queries, please contact our Business Manager or visit our website.

E: businessmanager@franciswalsh.com

T: (02) 6154 1501
(07) 3374 4368

W: www.franciswalsh.com

**Write successfully in
the public sector.**



What other courses Francis Walsh conducts.

Office Writing: two days that cover all the fundamental writing skills you need in the Australian public sector

Editing and Proofreading (Red Pen): one day that provides everything you need to know to prepare public sector documents for release (inside or outside your organisation)

Dear Minister: one day that helps you to develop your skills in preparing successful correspondence, Question Time Briefs and briefing submissions for your minister

E-writing: a special, one-day, in-house course that shows you how to write government, Internet and intranet documents

Visit our website for more information.

www.franciswalsh.com

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[Punc.](#)

[The New Old-Fashioned English Text Book](#)

[Decision](#)

[Government on Tweet Street](#)

