IPAA ADVANTAGE

COMMUNICATIONS

Writing and communicating effective briefs

Design, develop and deliver clear, compelling briefs that support decision-makers

IS THIS COURSE RIGHT FOR YOU?

Do you need to prepare briefs that withstand internal and external scrutiny and support timely, well-informed decisions?

This course is ideal if you:

- regularly write briefs, proposals or papers for executives or ministers
- want to better understand what decision-makers look for in a good brief
- know your content, but want more structure, clarity and impact in how you present it

If your work would benefit from sharper analysis, clearer messaging and stronger recommendations, this course is for you.

WHAT WILL YOU LEARN?

You'll build practical skills to plan, structure and write effective briefs that make decision-making easier. Working with government-style templates and your own examples, you'll learn how to define purpose, order key ideas and tighten your language.

Key topics include:

- refresher on clear writing principles and plain language
- planning and scoping briefs in line with purpose and audience
- structuring and organising content so key messages stand out
- selecting relevant information to support decisions
- expressing complex technical issues clearly and concisely
- writing clear, actionable recommendations

BY THE END OF THIS COURSE, YOU WILL BE ABLE TO:

- Draft clear, effective briefs tailored to purpose and audience.
- Apply practical planning techniques before you start writing.
- Structure and organise content so crucial information is easy to find.
- Identify and include relevant, accurate and necessary information.
- Express complex ideas in plain language and with confidence.
- Write clear recommendations that support sound, timely decisions.

DELIVERY

This course is delivered as a one-day interactive workshop over two half days, and includes short presentations, practical exercises, group discussions and document-based activities to help you apply the techniques directly to your own briefs

If you would like to learn more about this course or our other offerings, please contact the IPAA ACT team on 02 6154 9800 or capability@act.ipaa.org.au

FOR MORE INFORMATION

INSTITUTE OF PUBLIC ADMINISTRATION AUSTRALIA
IPAA ACT