

apolitical

# Advance your Writing in Government

## Course Overview

Available to book as an 'Off The Shelf' course through the Government Campus from Autumn 2022



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*The courses are well developed and structured, and it is easy to transfer the skills to my job as they have been created explicitly for a government audience*

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Learner, Employment and Social Development Canada



## About this course

This course is based on written communication skills courses designed by Apolitical and the UK Department for Education (DfE).

Whether you're drafting emails or memos, articulating project plans, or penning policy briefs, the written word is key to working in government. Do your writing skills set you up for success?

Through this course you'll learn essential principles to make your writing clearer and more concise, plus techniques and communication skills that will help you structure and adapt your work according to its aims and audience. By the end, you'll have the skills and knowledge to produce confident, impactful writing that advances your work in government.

## By the end of this course, you will be able to:

- Write clearly using plain language and the active voice.
- Edit your writing to make sure it's concise and focused.
- Structure and adapt your writing according to its audience and purpose.

[Register here for individuals and groups](#)

## Duration

**6 hours 40 total**

## Dates

Take the course at your own pace with bite-sized interactive lessons delivered to your inbox.

## Who is this course for?

- Anyone working in government who needs to communicate effectively through writing - whether that's policy briefs or emails.
- Any level of seniority.

## How can I book?

The course will be bookable from October. Please note that if you are looking to acquire multiple seats on behalf of your colleagues and/or organisation, email us at [keri.landau@apolitical.co](mailto:keri.landau@apolitical.co) or [freddie.price@apolitical.co](mailto:freddie.price@apolitical.co).



## Course outline

### **Start here: Introduction**

Find out why writing skills matter in government and what you can expect from this course.

### **Section 1: Write clearly**

Master the art of using plain language and the active voice to make your writing clearer.

**1.1** | Use plain language

**1.2** | Create a style guide for your team

**1.3** | Use the active voice

**1.4** | Edit complex sentences

**1.5** | Punctuation primer

### **Section 2: Write concisely**

Learn how to write concisely using techniques from the Paramedic Method, a helpful framework for editing.

**2.1** | The Paramedic Method

**2.2** | Analyse: Assess your writing

**2.3** | Revise: Activate your writing

**2.4** | Refine: Clean up your writing

**2.5** | Edit government writing



### **Section 3: Structure your writing**

Discover how structure enhances the clarity of your writing and helps you engage your audience.

**3.1 | Know your audience**

**3.2 | Approaches to structure**

**3.3 | Linear ordering**

**3.4 | Importance ordering**

**3.5 | Tools to structure your writing**

### **Section 4: Write with purpose**

Learn to tailor your writing according to its purpose, to achieve maximum impact.

**4.1 | Writing for a purpose**

**4.2 | Write to explain**

**4.3 | Write to guide**

**4.4 | Write to inform**

**4.5 | Write to advise**

**4.6 | Write to persuade**

### **End here: Conclusion**

Reflect on what you've learnt and how you'll continue advancing your writing skills.

**5.1 | Create your own template**

**5.2 | Course summary**

**5.3 | Take it further**



## Course contributors

### Reviewers

- *Erika Miller, Governance, Intervention, Faith and Accountability, Department for Education*

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