



Communication

Developing

Delivers clear, compelling, and fit-for-purpose messages, using the most effective communication vehicle for the audience.

- Writes clear, concise, error-free work.
- Learning how to produce a range of written outputs (e.g. aides memoire, briefing notes, A3s, Cabinet papers, presentations, speech notes).
- Is articulate and confident when contributing to discussions.

70% on-the-job learning

Read the Policy Project's guidance on [Writing for Ministers and Cabinet](#).

Understand and apply the Plain Language Act (see [Plain Language Act 2020: Guidance for agencies](#)).

Understand that by relaying experiences, stories make it easier for audiences to understand.

Practise 'storylining' techniques by setting out the evidence, reasoning and drawing conclusions.

Judiciously use metaphors and imagery as devices to help explain complex ideas or situations.

Read your organisation's style guidance and processes for the type of document you are developing.

Understand and apply the templates, formats, and quality standards for different policy 'products'.

Review examples of written advice, verbal discussions and presentations to get a feeling of tone, language and appropriate format for the audiences.

Look for opportunities to produce a different kind of written product than what you have previously done.

Verbally present to your peers, team or others outside your agency.

Ask your manager or senior colleagues whether you can help them by preparing a summary, report or paper.

Peer review work using guidance to practice the skills for different communication products.

Learn more about how to make your work accessible, including familiarising yourself with the accessibility requirements for our work (see [Accessibility](#) and [Designing for web accessibility](#)).

Learn how to use the online [Contrast Checker](#) by WebAim to make sure there is sufficient contrast between the colours of your text and the background to meet accessibility requirements.

Read [The Accessibility Charter](#) and associated resources.



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20% learning from others

Ask the team about the feedback given by quality assurance panels on your agency's policy advice.

Seek feedback, coaching, or peer review on your communication style (both written and verbal) from more experienced colleagues or your manager.

Ask your peer reviewer to provide feedback on your approach, and use of evidence and reasoning.

Use peer review opportunities to debrief with your peer reviewer to apply lessons learned.

Set up an informal discussion on a topical issue to practise how you communicate and respond to issues.

Shadow or observe a more experienced colleague at meetings with different audiences, and debrief them afterwards on how they handled difficult questions or challenging audiences.

10% formal training

Attend internal training sessions or seminars on policy writing.

Take training in 'storytelling' approaches to shape communication products (e.g. Infographics: Telling stories with pictures by Write Limited).

Take an effective writing course or communications course.

Take a presentation skills course.

Take te reo Māori lessons to build your ability to communicate in te reo Māori.