



Communication

Leading

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

- Produces eloquent written communication that persuades and inspires.
- Mentors and develops the communication skills of others.
- Reduces confusion in commissioning.
- Presents information in a variety of settings and in a way that captures and inspires audiences.
- Is persuasive and compelling in both internal and external interactions.
- Can reliably represent the interests of their agency, even in uncertain territory.

70% on-the-job learning

Present to external agencies and stakeholders on your area of expertise in a compelling way.

Lead the agency's contributions to deliver communication in different settings and for different products, such as for select and Cabinet committees, public consultations or collaboration, and expert groups.

Consider how using a 'storytelling' approach helps build support and engage people.

Consider designing workshops for your group on how to draft briefings, ministerials, and official information responses.

Use interactive tools and methods to help audiences navigate the 'story' and focus on relevant parts. Enable audiences and users to contribute or reflect their own content or stories.

Tell stories of actual users to enhance the message with a 'real voice'.

Think about using a range of methods to communicate, such as blogs and social media.

Act as a mentor or coach to colleagues, using lessons from your experience to help them.

Lead and guide discussions on how to improve the quality of written and verbal interactions using the learning that happens with the team, including how to deal with different and extraordinary situations.

Share best practice in verbal and written communication with different audiences, including select committees, ministers, stakeholders and public engagement communication tools.

20% learning from others

- Use ministerial, select committee and Parliamentary counsel staff to help shape and customise communications.

Seek feedback from peers or experienced colleagues on your communication and presentation style.

Work with private secretaries and ministerial advisors to create feedback loops and adapt to ministerial preferences.

10% formal training

Complete a Digital Accessibility micro-credential (i.e. [Fundamentals of the government's digital design and web standards](#)).

Take a course on effective stakeholder engagement (e.g. [Engaging Effectively with Your Stakeholders](#) by Wellington Uni Professional).

- Take a presentation skills course. For example:
 - [Presentation Skills](#) by Write Limited
 - [Confident and Creative Presentation Skills](#) by Wellington Uni Professional.

Take an effective writing course.

Take facilitation training.