



Communication

Practising

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

- Writes high-quality advice in a polished, plain English style that is easy to read and has a clear purpose.
- Confidently presents information in the most accessible form, and consistent with the preferences of the audience.
- Can represent their agency's interests at high levels, within boundaries and a clear agenda.

70% on-the-job learning

Identify the people your policy serves, and construct outlines of their experiences and motivations.

Ensure your story covers more than just past and present, but also what will happen in the future.

Test and refine drafts of your story with others to identify the best way to communicate key messages.

Incorporate visual elements into your story to provide context or help understanding.

Become familiar with the [NZ Government Web Standards](#) and [Design and UX advice](#).

Represent your agency and communicate advice you have helped develop.

Seek feedback on the quality of your written work and use the Policy Project's checklist [Developing papers with the Policy Quality Framework](#) and other quality assurance resources or processes within your agency.

Conduct 'show and tell' sessions with colleagues to share information and experiences about a particular project.

Contribute to your agency's quality assurance processes for communication products.

20% learning from others

- Seek opportunities to work with the publications or communications people in your organisation, and get experience with developing and publishing information online or through other delivery mechanisms.

Seek feedback from senior colleagues on what communication tools they find most effective for different audiences.

Take opportunities to watch other public servants presenting on their work and take note of what they're doing well.

10% formal training

- Take an effective communications course.
- Take training in 'storytelling' approaches to shape communication products (e.g. Pamela Todd Tutorials on storylining and plain language, Infographics: Telling stories with pictures by Write Limited).

Take an effective writing course.

Take a presentation course (e.g. [Presentation Skills](#) by Write Limited, and [Presentation Skills](#) by Communicate).

Take effective meetings training (e.g. [Effective Meetings Workshop](#) by Skillset).