

Communicating Policy Effectively

For a policy to be a success, not only must it be developed and implemented correctly, it also needs to be communicated effectively to those it will affect. It also needs to command the confidence of ministers and senior officials who have been instrumental in its design and development. How it will be communicated therefore can't be an afterthought.

Plans for the full range of effective communications should be an integral part of the whole process of developing a policy. While you will have communication professionals working with you in your department, it is important to understand the basic principles of clear communication and especially of drafting correspondence relating to policy design and delivery, both for internal and external purposes.

Description

How to recognise the political context within communications is a critical part of this topic. You will be made aware of the principles of high quality drafting for both written and oral communications. This topic will be beneficial for those new to policy making whether they be policy professionals or those in other professions, such as analysts.

This topic will give you the skills to understand how different techniques can be targeted to different audiences. You will also learn about the communications expertise within your department and how to make best use of it as a 'customer'.

What does it involve?

This topic features a 3.5 hour workshop focusing on communicating policy effectively. It will explain how to work with accuracy, brevity and clarity (ABC) and how to conduct briefings and submissions, both oral and written, and deal with ministerial correspondence. You will also learn how to draft complex documents and work collaboratively. Other aspects include writing for different audiences and ensuring your communication is suitable for the digital age.

You will have an opportunity to practise your writing skills in line with the ABC framework. There will also be follow-up tasks after the workshop to ensure you have understood what you have learnt and can continue to build your skills back in the workplace.

What's the outcome?

Once you have completed the course, you will come to appreciate how communications can be structured differently, depending on the intended audience. These will include white/green papers, submissions, briefings and responses to Parliamentary Questions. You will also have an understanding of the communications expertise within your department and how to access these services.

You will learn how to select and present information that enables someone to understand a subject quickly, which is particularly important when dealing with ministers and senior managers under pressure.

By improving communication, it will be possible to engage efficiently and effectively with senior policy professionals in the policy review process.

Learning activities




**Self
assessment**



Workshop

Delivery method:

F2F 

VLE 

Estimated learning time:

5 hours 15 minutes

How to book

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