

# Excellent Drafting for Senior Leaders

Excellent communication isn't a nice-to-have skill; it's a crucial element within the smooth running of government. From ministerial speeches and submissions to white papers and government advice notes, writing in a compelling and engaging manner can bring significant benefits. Communication can be more effective when ideas are articulated clearly and concisely, making best use of supporting data and evidence. There are efficiency gains to be had as well, with less time needed to revise or digest pieces of written material. What this requires is an appreciation of how to apply sufficient structure and discipline to our writing; something every one of us can learn.

## Description

This writing masterclass is led by Philip Collins, former chief speechwriter to Prime Minister Tony Blair and now a renowned political journalist in his own right. Having authored speeches, articles, reports, books and much more, Philip maintains that the principles of good writing remain the same, regardless of what you're writing and who it's for.

Most importantly, those principles can be taught, as in this masterclass which shows how complex information and ideas can be turned into clear, compelling prose in any medium. Designed for senior civil servants and grades 6-7, the class is delivered as a practical, hands-on workshop, with each participant working on a piece of their own content throughout the day.

## What does it involve?

Ahead of the all-day workshop, you'll need to select a piece of written communication that you've produced recently or are currently working on, before summarising its central argument in a single line (or as close to this as you can get). This provides an important reference point for the subsequent workshop, as you'll explore the importance of finding the single idea that brings structure and focus to your writing.

During the workshop, you'll continue to refine your chosen document, learning how to tailor your writing to meet your audience's particular needs, structuring your content to tell a compelling story and provide critical information. After the workshop, you'll receive a handy drafting checklist and a summary of the day's main lessons and case studies.

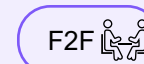
## What's the outcome?

After completing this workshop, you'll have a better appreciation of the discipline required to write with impact and clarity. By understanding how to write simply, succinctly and without resorting to jargon, you'll learn how to engage your reader while still presenting potentially complex ideas.

## Learning activities



### Delivery method:



### Estimated learning time:

6 hours

## How to book

This topic is for the Senior Civil Service (SCS), Grade 6 and Grade 7 civil servants

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**0203 640 7985**

[support@governmentcampus.co.uk](mailto:support@governmentcampus.co.uk)