ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP



GOVERNMENT WRITING

Public-focused Writing

Write emails, letters and portal messages to the public that explain decisions clearly and build trust.

WHO IT'S FOR

Public servants who write to the public in their day-to-day roles.

DURATION

1 day, or tailored to your needs

FORMAT

On-site: we come to you, virtual or hybrid.

PARTICIPANTS WILL DEVELOP THE SKILLS TO

- Identify what the member of the public needs to know
- Explain policy and decisions in clear, plain language
- Set a respectful, human tone in official correspondence
- Structure emails, letters and portal messages logically
- Answer enquiries completely so fewer follow-ups are needed
- Keep correspondence accountable and consistent

ABOUT THIS PROGRAM

Our government correspondence training deals with the letters and messages that generate more correspondence: a reply full of policy language, a decision explained without a reason, a tone that sounds like the agency rather than a person. Participants learn to read what the member of the public is asking, explain decisions and policy plainly, set the right tone and write emails, letters and portal messages that are clear and accountable. They rewrite real correspondence in the session, so replies that settle matters the first time follow.

Tailored to your organisation

We work with your templates, standard paragraphs and real correspondence, with personal details removed, so the program fits your agency's role and decisions.

Talk to us about this program

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Enquire online