

ICML
INSTITUTE FOR COMMUNICATION MANAGEMENT AND LEADERSHIP

GOVERNMENT WRITING

Writing Ministerial and Executive Briefs

Write clear, accurate briefs that give ministers and executives what they need, fast.

WHO IT'S FOR

Public servants who brief ministers, executives and agency heads.

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 a minister or executive needs from a brief
- Structure short, clear briefs with the key message first
- Write accurate, concise content under time pressure
- Anticipate questions the reader will be asked
- Write talking points and information briefs
- Keep briefs consistent, current and ready to sign

ABOUT THIS PROGRAM

Our ministerial brief writing training addresses the briefs that miss the mark: three pages where one would do, a recommendation that appears too late, key facts that are out of date, a brief that does not anticipate what the minister will be asked. Participants learn to understand what the reader needs and when, structure short-form briefs, write accurate, concise content and keep briefs consistent across the team. They write real briefs in the session, so accurate, faster briefs follow.

Tailored to your organisation

We work with your brief templates, clearance process and real, de-identified examples, and the program suits any state, territory or the Commonwealth.

Talk to us about this program

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Enquire online