



Digital Government & CX

# Reinventing Your Writing for Government in a New World

TRAINING

Write clear, relevant content so you can connect with your diverse audience



Facilitated by  
MARILOUISE CARLISLE

Online

Day 1: Thursday, March 7, 2024

Day 2: Monday, March 18, 2024



For decades, public sector writing has been identified with a formal, almost parental, tone. Government communication – from letters and forms to web content and emails – has included dense, jargon-heavy, and unclear messaging. Unfortunately, this style of writing has been accepted as the norm.

This was accepted as the norm. But now we're in a new world where a more human-centered approach to written communication is expected. Your readers demand clear, inclusive content, specifically targeted to their needs. As a result, your writing needs to evolve.

In this course, **Reinventing Your Writing for Government in a New World**, you'll discover tools and strategies to update your public sector writing for 2023.

You will shape a more user-centric, modern government voice resulting in clear, concise, and relevant written communication connecting with your various and diverse publics.

## Who Should **Attend**

**Heads of, Director, Managers, Leads and Specialists of:**

Website, Content, Communications, Internal Communications, External Communications, Stakeholder Engagement, Marketing Communications, Community Engagement, Community Development, Online Platforms.

In addition, the course will benefit anyone in government seeking to improve their written communication from Policy Writers to Team Leaders and Project Managers leading multi-disciplinary teams.

## Why **Attend**

- **Update your public sector written communications with this highly interactive program designed specifically for Public Sector Executives.**
- **Discover how to tailor your writing for different platforms and audiences, including how to select the current tone of voice for your audience.**
- **Assess your writing as you distinguish between sensitive and routine messages.**
- **Learn practical tips to overcome common challenges including writer's block, proof reading, and eliminating clutter.**
- **Recognize the benefits of graphic highlighting to increase credibility, value, and readability.**

## Key **Learning Objectives**

- **Stay up to date with best practices and enhance your writing skills across different genres and platforms.**
- **Identify and connect with your readers to get the results you need.**
- **Recognize common writing pitfalls and how to avoid them for more effective communication.**
- **Acquire an inclusive voice to create authentic connections between government and your diverse communities.**

## Meet Your Facilitator



MARILOUISE CARLISLE

Marilouise Carlisle's professional experience encompasses over 25 years in both the public and private sectors. She is an expert in the field of organizational communication and specializes in two essential areas of workplace training and development: interpersonal communication and business writing skills.

Marilouise holds a master's degree in Communication Studies from California State University, Long Beach, where she was recognized by that University for outstanding research in organizational communication. She also holds two BA degrees: one in Liberal Arts and one in Communications. In 2014, the University of California, Irvine Extension awarded Marilouise the Distinguished Instructor Award.

## Preparation

**This workshop is highly interactive with group activities and discussions throughout. Come prepared with examples of current challenges you face within your organization.**

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Examples of current process, automation, and services challenges that you face



10:00am ET Welcome from Public Sector

---

10:05am ET Training Overview, Objectives, and Outcomes

## Module One: Business Writing Blueprint - Introduction to Map

10:20am ET Overview of Communication Skills

- Myth or Fact
- Communication Skills (4)
- Elements of a Message
- The Context Content of Various Communication Channels
- Types of Writing
- Business Writing Blueprint Map

## Module Two: Q1 - Who?

Focus: Determine the correct approach for your audience.

11:00am ET Overview of Four Work Styles vs. General Audience

---

11:20am ET Workshop Activity

Participants will create personal grid of coworkers/supervisor/publics.

## Module Three: Q2 - Why?

Focus: Determine the correct opening of your message.

11:45am ET Types of Opening Messages

- Direct Opening - Routine Messages
  - Indirect Opening - Sensitive Messages
- 

12:00pm ET Lunch

1:00pm ET More Q2 - Why? Direct and Indirect Openings

Workshop Activity

Participants will practice two types of opening messages.

## Module Four: Q3 - How?

Focus: Determine the correct tone of your message.

2:30pm ET Three business writing tones: formal, conversational, chatty

---

3:00pm ET Workshop Activity

Participants will practice using three types of business writing tone.

## Module Five: Q5 - Mechanics: Level of Effectiveness

3:20pm ET Introduce Level of Effectiveness: Strong vs. Weak Writing Basics

---

3:40pm ET Workshop Activity

Participants will practice Q5 - Mechanics.

4:00pm ET Day Review and End of Day 1

10:00am ET Welcome from Public Sector

---

10:05am ET Training Overview, Objectives, and Outcomes

---

10:20am ET Day 1 Review

## Module Six: Q4 - What?

11:00am ET **Types of formatting applications: email, reports, formal documents**

---

11:45am ET **Workshop Activity**  
Participants will practice writing an application.

---

12:00pm ET Lunch

## Module Five: Review: Q5 - Mechanics

Focus: Additional factors regarding strong vs. weak writing.

1:00pm ET **Graphic Highlighting**

---

2:00pm ET **Current Trends in Business Writing**

---

3:00pm ET **Workshop Activity**  
Participants will collaborate with a brief group quiz.

**Review group quiz responses**

---

4:00pm ET **End of Day 2**