

Clear, compelling and influential WRITING

Better writing as a cultural shift

Effective documents are the product of [improved writing skills](#)—and cultural and behavioural change.

If public service professionals are to produce high-quality documents, they need skills to communicate complex ideas in writing, and an organisational culture that supports them in their work.

This is where Ethos CRS comes in

[Ethos CRS](#) offers a tested and established program that improves the writing culture of an organisation and equips professionals with the technical skills they need to produce effective and influential documents.

The result? Better decisions, better relationships, reduced risk and reduced organisational effort.

Workshops include

- Principles in clear writing
- Writing effective emails and letters
- Writing for ministers: briefs and QTBs
- Incident reports and case notes
- Writing compelling business cases
- Writing persuasive reports
- Creating a clear writing culture
- Writing inspiring speeches
- Writing online
- Editing and proofreading
- Writing to influence
- Writing for the APS



Simple, easy steps to create public value

Ethos CRS has worked with more than 90 public services agencies around Australia and understands the challenges they face producing clear and effective documents. To improve outcomes in your organisation, contact our director of training, Stelle McCoy, on 02 6247 2225 or at service@ethoscrs.com.au.



Key concepts in writing

Clear, persuasive and influential writing • Managing the project and planning • Defining purpose and audience • Creating an effective writing team • Style guides and templates • Cutting the jargon • Managing detail and structuring content • Focusing on essential content • Managing risk and sensitivities



An expert in government policy and writing

[Dr Mary Quilty](#) leads a team that has developed and delivered thousands of writing skills workshops to public service organisations. By developing techniques and insights, we equip participants with the skills to write documents that generate a better result for your organisation and value for the community.



Programs customised to meet specific needs

Ethos CRS guarantees the delivery of custom-designed programs that are aligned to need. Regardless of the mode of delivery—[coaching](#), group workshops or [eLearning](#)—our programs build the confidence, competence and capability of individuals, teams and line areas.