

Clear, compelling and influential DOCUMENTS

Clear documents as the new normal

The task of producing clear and compelling documents is difficult. Professionals need techniques and skills to communicate complex ideas in writing, and a culture that supports them as business analysts and writers.

This is where Ethos CRS comes in

Ethos CRS is expert in professional communications. We understand how large organisations produce documents—and what must be done if documents are to influence busy and diverse audiences. If your organisation produces board papers or ministerial briefs, business cases or ministerial letters, emails or reports, then we work with you to skill up staff so that they efficiently produce documents of the required high standard.

The result? Better decisions, programs and policies, and reduced risk and 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 website and for social media
- 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, Graham Templeton, on 02 6247 2225 or service@ethoscrs.com.au.



Key concepts in writing

Adopting clear English as a style • Writing compelling documents • Managing the project and planning • Defining purpose and audience • Creating an effective writing team • Managing detail and structuring content • Focusing on essential content • Managing sensitivities • Producing error-free documents



An expert in government policy and writing

Dr Mary Quilty leads our team that has developed and delivered thousands of writing skills workshops. Expert in Commonwealth and clear writing style, the Ethos CRS teams equip professionals 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.