

# Mastering the Craft of Advising Government workshop series: evaluation findings

## Participant experience....

### **It's practical**

*I've done brief writing at (another training provider) but it's not just about how well you write, it's how you're positioning an issue – sometimes those other ones are too theoretical.*

### **It's relatable**

*Compared to others it was more relevant – we didn't have to explain what it is like being a public servant. They clearly understand. It made it more relatable.*

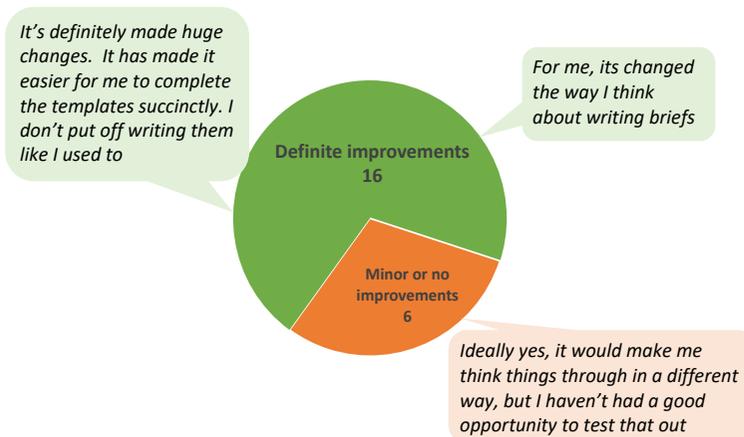
### **It's supportive**

*They came across as extremely authentic and gave lots of examples of their own experience which gave them a lot of credibility. There was no talking down - it felt constructive and supportive.*



## Participant impact...

Three-quarters of interview respondents noticed a definite improvement in their advice-giving, with many seeing a transformation in their thinking.



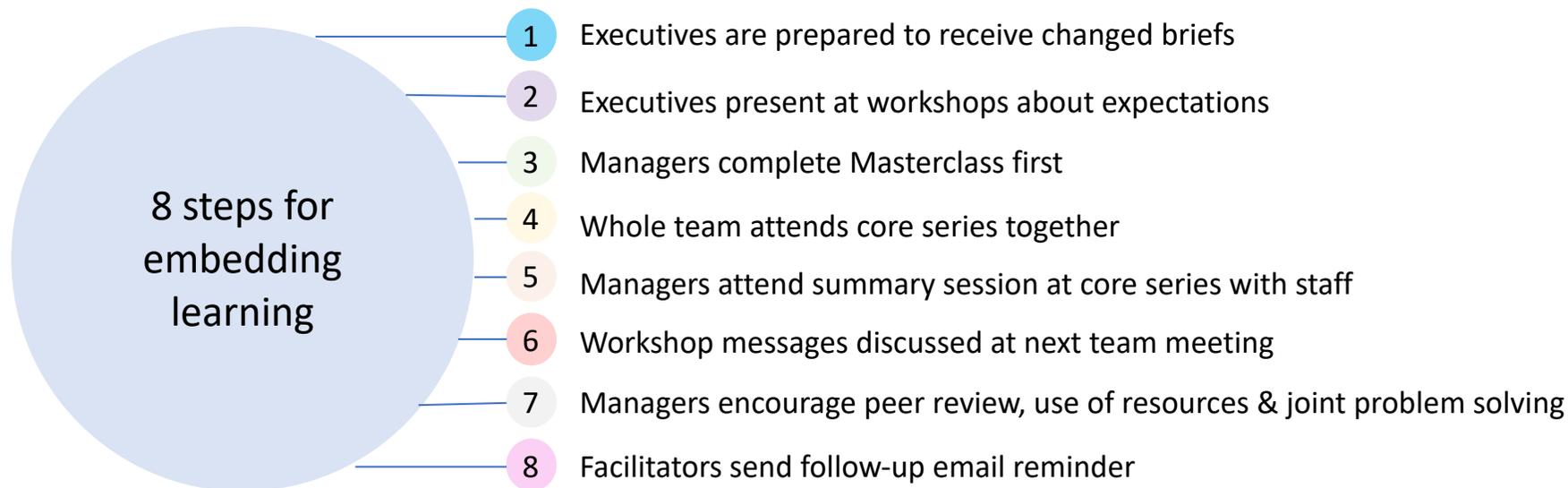
For those who hadn't seen improvements, the main reason was that they had not had a chance to apply their learning yet.

The best results from the workshops arose when all members of the team, including the manager, completed the training and then, back at the workplace, time was put aside to discuss and practice the new approaches.

The workshops' Net Promoter Score of **+86** is double the industry standard, and indicates that they have achieved a memorable customer experience and high brand loyalty.

*One of the best sessions I have attended in the past 20+ years for professional development*

## Embedding the learning....



### Most valuable features of the workshops....

- Working with participants' own briefs
- Comparing poor briefs with good briefs
- Facilitators' credibility and style
- Introduction by senior executive
- Experiential learning approach
- Resources folder with tips to refer back to

### Possible supplementary products....

- A refresher course
- Customised training on specialised briefs
- Masterclass on 'Steering a policy issue through government'
- One-on-one or small group coaching
- Extended course on higher order policy/state craft skills using experiential problem solving and peer learning