



# Delivering Great Policy Advice Starter Kit



## How do you know your policy advice is great?

Use these questions to test if your advice is **clear on intent, well informed, practical to implement and influential.**

### CLEAR ON INTENT

**Do you understand the ‘why’?**

How will you ensure the intent doesn't get lost throughout the policy lifecycle?

**Who will this policy impact?**

How will you measure if this policy delivers a successful outcome?

**What is the policy trying to achieve?**

### WELL INFORMED

How do you know what you don't know?

**How have you included a diverse range of perspectives?**

How have you understood the needs of the people impacted by the policy?

**Who has done something like this before and how did it work out for them?**

How will you share what you learn with others?

### PRACTICAL TO IMPLEMENT

**How has this been tested?**

Who made you the expert?

**How does your policy proposal impact implementers and end users?**

How do you know it will work?

### INFLUENTIAL

In one sentence, what's the key message of your advice?

**How will your advice cut through in the current context?**

Who else has the ear of your Minister and what are they saying?

**Is your advice honest about different constraints and risks?**

How can you present your advice so it has the most impact?

**How will you motivate your target audience?**