

Verbal Briefings for Strategic Outcomes

How to give management the goods in only a few minutes



This workshop provides tools and checklists that will help you to prepare for a succinct briefing that is to the point, on target and achieves your objective. You will learn about your audience, and about how their information needs are often quite different than what you may want to tell them. The structure of the briefings will be centered around three addressing three questions: What? So what? and Now what?

Audience

This workshop is designed for officers, analysts, specialists, and others at all levels of the organization, such as the EC/PM/AS-2 to EC/PM/AS-7 levels or equivalent, who are responsible for providing briefings to managers and senior executives. Whether you have some or no experience with briefings, you will learn techniques to design and make presentations that are brief, while addressing the executive's concerns and achieving the desired outcome.

Instruction Methodology

Mornings are predominantly leader-lead training with videos; afternoons will feature group work and individual presentations.

Topics:

- Why provide a briefing?
- Knowing your audience. Who are they, and what do they want?
- Giving information in a top-down hierarchy.
- Briefer's roles and responsibilities.
- Communication pitfalls.
- Bullet-proofing for the unexpected.
- How to sell the information.
- Making a presentation and deck basics.