COURSE SYLLABUS

Briefing Techniques Course

Develop concise, well-organized briefings that communicate your main message clearly.

Adapt your content, delivery and visual aids to your audience.

Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/briefing-techniques-corporate



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Course Outline

Module 1: Communicating Through Briefing

- Define what a briefing is and explain its purpose in professional communication
- Describe the role of briefings within broader communication channels
- Differentiate between informational, instructional, persuasive, and decision briefings
- Identify common briefing venues, formats, and audiences

Module 2: Designing an Effective Briefing

- Explain the elements of an effective, well-structured briefing
- Apply the three-step briefing process: outline, draft, then edit and practice
- Identify briefing purpose, goals, and desired audience outcomes
- Analyze audiences to tailor content, language, and delivery style
- Organize briefings using a clear open, middle, and close structure
- Apply logical organization patterns such as problem/solution and cause/effect

Module 3: Creating Your Personal Image

- Define personal presence and its impact on briefing effectiveness
- Evaluate the role of body language, voice, tone, and appearance
- Identify verbal and nonverbal communication barriers
- Apply strategies for managing nervousness and projecting confidence
- Use techniques to recognize and manage communication barriers during briefings

Module 4: Delivering a Flawless Briefing

- Prepare for in-person and virtual briefing logistics
- Manage time limits and deliver strong openings and closings
- Prepare for and conduct effective question-and-answer sessions
- Use strategies to stay on track during challenging exchanges
- Apply techniques for addressing resistant or skeptical listeners

Module 5: Visual Aids

- Identify visual aids that enhance briefing clarity and engagement
- Design effective PowerPoint and slide presentations
- Apply best practices for slide layout, visuals, and data presentation
- Condense full briefings into streamlined deskside briefings

Module 6: Using Briefing Technology

- Identify common virtual and teleconference platforms used for briefings
- Apply best practices for preparing and troubleshooting briefing technology
- Navigate virtual meeting tools such as screen sharing and breakout rooms
- Prepare professional virtual briefing environments, including audio, lighting, and camera setup