COURSE SYLLABUS

Briefing Techniques Course (Self-Paced)

Develop your ability to give concise briefings that convey your main message quickly and clearly. Learn and practice essential strategies for delivering short, structured briefings in this hands-on course. Video lessons, practice exercises, and knowledge checks guide you through each step.

> 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-online



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Course Outline

Module 1: Communicating Through Briefing

- Define what a briefing is and its role in communication
- Distinguish between types of briefings: informational, instructional, persuasive
- Identify common venues and formats for delivering briefings

Module 2: Designing an Effective Briefing

- Apply the three-step process: outline, draft, and practice
- Use audience analysis to tailor message content and delivery style
- Structure a briefing using open, middle, and close
- Apply logic patterns like problem/solution or cause/effect

Module 3: Creating Your Personal Image

- Build personal presence using voice, body language, and tone
- Identify and mitigate verbal and nonverbal communication barriers
- Manage image across in-person and virtual settings

Module 4: Delivering a Flawless Briefing

- Manage logistics for in-person and virtual briefings
- Prepare for Q&A sessions and handle challenging questions
- Use strategies for managing resistant or skeptical listeners

Module 5: Visual Aids

- Design effective PowerPoint slides and visual supports
- Use charts, graphs, and images to enhance key messages
- Adapt slide decks for condensed “deskside” briefings

Module 6: Using Briefing Technology

- Navigate common virtual platforms (e.g., Zoom, MS Teams)
- Set up and troubleshoot video and teleconference tech
- Apply best practices for remote briefings, including camera setup and background