

Briefing Techniques Course

Enhance your ability to deliver concise, impactful briefings tailored to your audience and objectives.

Group classes in Live Online and onsite training is available for this course. For more information, email onsite@graduateschool.edu or visit: <https://www.graduateschool.edu/courses/briefing-techniques>



CustomerRelations@graduateschool.edu •

[\(888\) 744-4723](tel:(888)744-4723)

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