Briefing Techniques

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

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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