

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. Your briefings are recorded for playback, and your instructor will provide useful coaching and tips. Class size is limited to 15 participants to ensure individualized attention.

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