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://sdfm.graduateschool.edu/courses/briefing-techniques

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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, 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