Delivering a Briefing: Creating an Outline



This job aid explains how to develop an outline for a clear, concise and well-structured briefing tailored to an intended audience.

The structure of a briefing

Introduction	
Express a clear purpose.	
List two to four key points.	
Development	
 Use facts to support the key points. Use transitions without repeating the key points. Address your audience's communication preferences, knowledge level, concern Clearly define two to four sub-elements per key point. 	ns and interests.
Conclusion	
Provide a concise summary of your briefing.	
Include recommendations, next steps, or a call to action.	

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Presenting the Briefing



Body

Pay attention to:

- how you make eye contact
- your gestures
- your posture
- · your audience's facial expressions



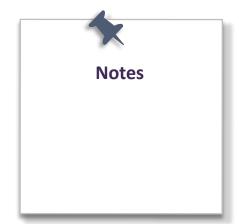
Voice

- Breath often and keep a regular pace.
- Project your voice.
- Be expressive (do not read).



Language

- · Use short sentences.
- Use the appropriate language level for your audience.
- Avoid distracting repetitions (such as um, so, like, etc.).



Related Resources



Online self-paced courses

Writing Briefing Notes (TRN118)

Job aid

Delivering a Briefing: Navigating the Unexpected (TRN1-J26)

Online courses

- Being Brief: Planning and Delivering a Successful Briefing (TRN152)
- Seeking a Decision from Executives in Two Minutes or Less (TRN222)
- By Design Online: Using Visuals and Narratives to Build Better Decks (TRN120)

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