Canada School of Public Service
École de la fonction publique du Canada

Preparing a Two-Minute Briefing

STEP 1 THINK
Who is your audience?
What do you need from them?

What do you need?
- Decision?
- Support?
- Agreement?

Who are you briefing?
- What are their concerns or priorities?
- How does your request fit into these?

STEP 2 DEVELOP
Visualize and practise mentally
No script!

START — 30
- Prepare a yes/no question.
- State three key elements to support it.

DEVELOP — 80
- For each key element, elaborate three sub-elements:
  - A (I, II, III)
  - B (I, II, III)
  - C (I, II, III)

END — 10
- Reformulate your initial yes/no question.

STEP 3 DELIVER
Are you ready?
Important considerations:

STRUCTURE

Start
- Get and keep audience's attention
- Establish the importance of the request
- State three important elements of the request

Elaborate
- Define elements with just enough detail
- Address audience's concerns
- Use facts and logic

End
- Reformulate your request at the end

TECHNIQUES

Voice
- Breathe normally
- Speak conversationally
- Avoid monotony by varying intonation

Spoken Language
- Use plain language
- Avoid unfamiliar acronyms, technical terms
- Avoid distracting repetitions (i.e. "so..." or "you know...," etc.)

Body Language
- Make eye contact
- Remain confident
- Keep hands still or use sparingly for expression

Deliver in under two minutes

Canada