

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.

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Development

- Use facts to support the key points.
- Use transitions without repeating the key points.
- Address your audience's communication preferences, knowledge level, concerns and interests.

Clearly define two to four sub-elements per key point.

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Conclusion

- Provide a concise summary of your briefing.

Include recommendations, next steps, or a call to action.

Presenting the Briefing



Body

Pay attention to:

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



Voice

- Breathe 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.).



Notes

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 \(TRN120\)](#)

Job aid: TRN1-J27

