



How to Write a Good Briefing Note

Workshop Duration: 1 Day

Facilitation in English

Workshop Description

Participants are trained in techniques for writing clearly, concisely and persuasively and for summarizing complex information. The workshop uses practical exercises to develop skills in planning and writing briefing notes as an aid to effective decision-making. The workshop is interactive and participants are encouraged to try out new skills in a fun, no-risk environment.

Participants are invited to bring samples of their work for review by the trainer.

What You Will Learn

The Purpose of Briefing Notes

- How the senior manager uses briefing notes to make decisions and recommendations
- How to analyze the needs and interests of the receiver
- Consequences and implications of incomplete, incorrect, or unclear briefing notes:

The Structure of Briefing Notes

The trainer will relate the key learning points to a basic template:

- Summary
- Background/context
- Considerations
- Recommendation(s)
- Next steps

The Importance of Planning

The four stages of effective writing:

1. Pre-writing and planning
2. Drafting
3. Editing
4. Proofreading

How to use planning models:

- Identifying central idea/main points/sub-points
- Using single words/short phrases
- Using mind-mapping
- Analyzing receiver's needs/interests
- Formulating communication objectives

How to formulate a research plan:

- Establishing time lines
- Identifying critical paths
- Identifying internal processes for consultation/gaining approval

How to Write Your Draft from a Plan

- Writing your draft from a plan
- Using clear, concise sentences
- Developing a critical awareness
- Applying the process: practical exercise



How to Write a Summary

- Capturing the key message in a few words
- Applying the process to writing media lines: practical exercises
- Using your own words
- Losing the detail
- Applying the process: practical exercises

The Importance of Editing

- Avoiding errors of grammar
- Strengthening the message
- Adjusting inappropriate style and tone
- Applying the process: practical exercise

At the end of this seminar you will be able to:

- Identify the purpose of the briefing note as an aid to decision-making
- Use your in-house templates correctly
- Develop skills in formulating a plan with clear communication objectives
- Develop skills in planning research and the collection of information
- Develop skills in writing the first draft from a plan
- Develop skills in summarizing complex information
- Develop skills in editing