

# Briefing Skills

**Course length:** 3 hours\*

**Course Code:** 100594BT043

**This course is an ideal way to improve your briefing skills if you regularly brief internal or external audiences.**

## Benefits for the Learner

The first stage in creating an effective business solution is to clearly define the problem.

So whether you are dealing with an external agency or communicating with your team or work colleagues, it pays to start with a comprehensive, detailed brief.

This course covers the main skills you need to write and deliver more effective briefings.

You'll learn how to prepare for briefings, how to identify the information you need to include, how to make maximum impact when presenting your brief and how to use feedback from briefings to keep management informed of progress.

## Benefits for the Business

Few managers receive formal training in delivering effective briefings. Yet a comprehensive and focused brief gives the target audience the best possible chance of achieving the desired results.

This course will help managers to avoid wasting time and resources through vague or incomplete briefings. It's better for business if they take their time, get it right and are fully confident that the information they provide is as complete, accurate and relevant as possible.

## What You Get From This Course

Having completed this course, you will be able to:

- Identify what to include in briefings
- Plan and prepare for briefings
- Deliver briefings effectively
- Use feedback to keep management informed

## What Does the Course Cover?

- Preparing briefings
- Conducting briefings

## How Long Does the Course Take?

You can work through this course at your own pace. It should take you around 3 hours to complete.

\*Courses are accessible for six months from the date of purchase.