

Written Briefings for Strategic Outcomes

How to craft an effective briefing note or memo to the Minister or A/DM



This workshop helps writers prepare a succinct document, with ideas logically presented and in an easy to-read format. You will learn how to analyze and structure your information, ensuring a concise first draft with a targeted summary. The workshop offers tips that apply to a wide range of templates and styles.

Audience

This introductory workshop is designed for officers, analysts, specialists, and others at the ES/PM-1 to ES/PM-4 levels or equivalent who are responsible for producing or reviewing briefing documents. Whether you have some or no experience with briefings, you will learn techniques to create texts that address the executive's concerns and achieve the desired outcome.

Instruction Methodology

The session includes interactive discussion, editing exercises, critique of real-life samples, and a final case study done in teams.

Topics:

- The purposes and context of briefing notes and memoranda
- Understanding the recipient's information needs
- How to analyze the issue and reach a strategic recommendation or position
- Efficient use of writing time
- The intent of each section of a standardized format
- An evaluation checklist for the final draft
- How to critique and edit a draft for accuracy, clarity and brevity