

Preparing for a Briefing Checklist

Check off the following items as you complete them.

STEP 1: Prepare the materials

- Select key results to share, including background information, conclusions and recommendations.

Visual aids

- Charts large enough to be read from 30 feet
- Charts concise with few words
- Charts convey information by themselves as stand-alone objects
- Have high quality charts and written documents
- Charts designed to guide presenter through the briefing
- Have handouts that contain duplicates of the briefing charts plus additional items discussed

STEP 2: Set the stage

- Decide who will deliver briefing
- Invite appropriate size audience
- Practice briefing
- Prepare written agenda

STEP 3: Deliver the briefing

As you deliver the briefing, use the following guidelines:

- Explain the purpose of the briefing, including background of the issue.
- Grab the audience's attention immediately. Photographs or videos can do this.
- The presenter should be professional, understandable (no use of jargon), true to life (use quotes, anecdotes) and balanced (admitting when doesn't know an answer).
- Interact with the audience.
- After the presentation, ask for a response from those who program you're evaluating.
- Include time at the end for the audience to come into the discussion, emphasizing recommendations for action.