

Briefing notes

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Good briefing notes lead to good decisions



Some key challenges:

- Set out the problem clearly
- Propose (realistic) options
- Be specific on the risks and opportunities
- Set out the next steps
- The devil is in the detail

How to help your boss ace their meeting



Set the scene



Who is meeting whom?

Who asked for the meeting?

Why is this meeting happening?

Are there sensitive issues to know about?

Get the talking points right



Not more than 2-3 main messages

Support arguments with facts

Keep it all on one page

Prepare defensives for interlocutor's points

Curate the background



Keep it to the point

Keep in mind the context of the meeting

Don't repeat what's in the speaking points

CVs are useful

Some quick wins



On content:

Know who you're writing for

Ensure there is follow up

On style:

Fonts and text sizes matter

Page numbers are a must...

... and footnotes are a no-go

Thank you



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