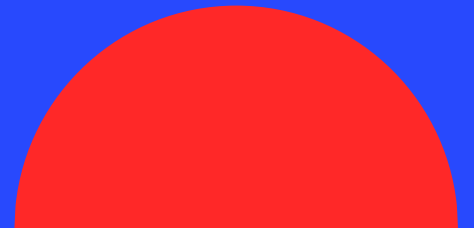
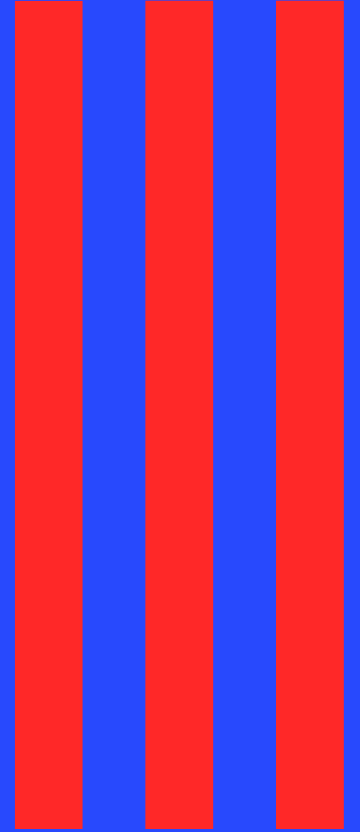


**How to craft a
brilliant briefing
note?**



Outline

Context
Objectives
Techniques
Structure

*“The skill of writing is to
create a context in which
other people can think” Edwin
Schlossberg*



Context: What matters ?

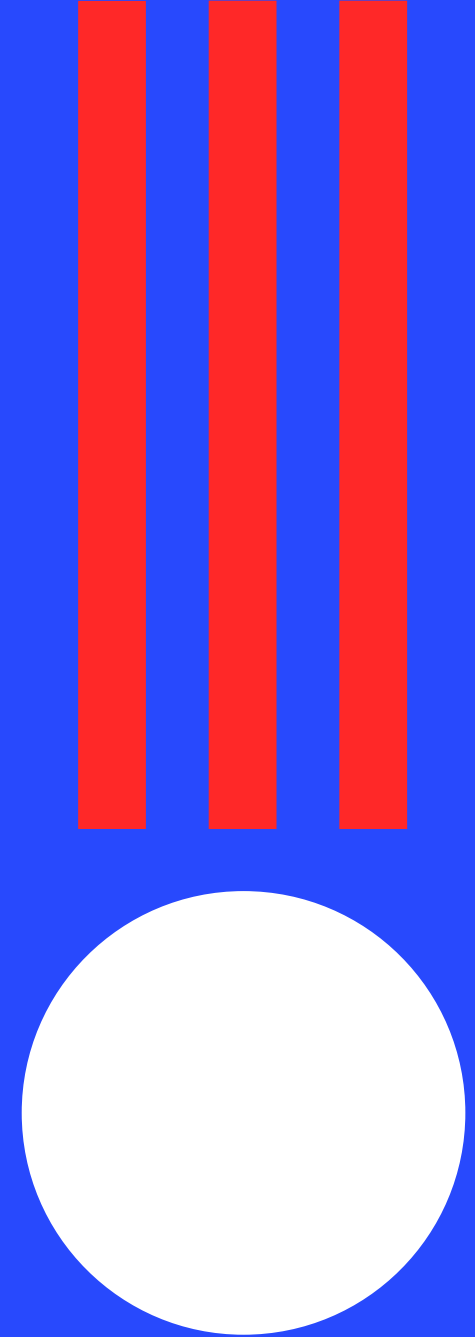
- Who
- How
- When

"A diplomat who says 'yes' means 'maybe'; a diplomat who says 'maybe' means 'no' and a diplomat who says 'no' is no diplomat" Charles M. de Talleyrand



Objectives

Report for what?





Writing for Information

Criteria for high quality

- 1 – Relevance
- 2- Clarity
- 3- Sufficient Accuracy
- 4- Completeness
- 5- Trustworthiness
- 6- Conciseness
- 7- Timeliness
- 8- To right addressee
- 9- Via right channel
- 10- Cost effectiveness

Writing for action

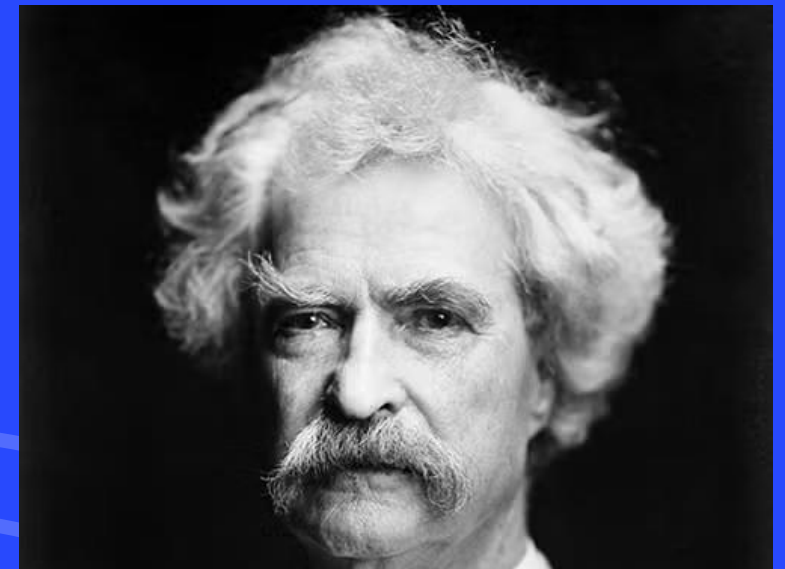


Formats and techniques

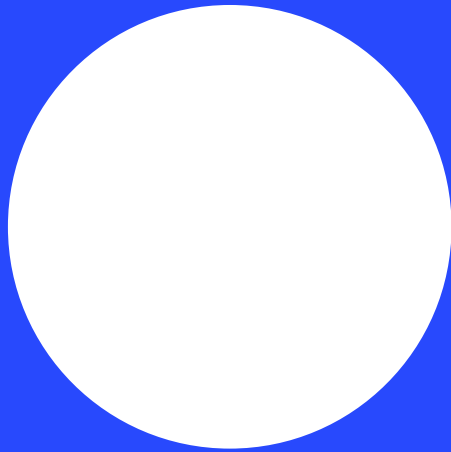
- Flash report
- (Diplomatic) cable
- Analytical note
- E-mail

“I didn’t have time to write a short letter; so I wrote a long one instead” Mark Twain

- Spelling & grammar
- Clarity and concision
- Layout and style (apply your institution’s guideline)
- Planning/timing



Structure



1. Title
2. Foreword (optional)
3. Abstract/**Executive summary**
4. Introduction
5. Sections
6. Conclusions/
recommandations
(optional)
7. Annexes (if any)



Thank you !

Lucie Duchateau

