A Briefing on Briefings
Gateway
Fall 2005

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The Tasks....

Structure

Delivery

Content
Unmask your Audience

- Race
- Gender
- Generation
- Affiliation
- Size
- Attitude
- Education
- Economic status
Linear Structure

- **Beginning**
  - Summarize the Issue
  - Supply the recommendations

- **Middle**
  - Craft the analysis
  - Analyze the issue
  - Choose a framework

- **End**
  - Recap/Synthesis/ Next Steps
Begin with the End in Mind

- Purpose of the briefing
- Recommendations (if receptive audience)
- Roadmap – what structure do you use?
Middle -- Structure the Analysis

- **Inductive Reasoning – Best Approach**
  - Put the bottom line on top
  - Use with receptive audiences
  - \( D = A + B + C \)

- **Deductive Reasoning –**
  - Build the case
  - The mystery novel approach
  - Use with hostile audiences
  - \( A + B + C = D \)
Middle -- Choose a Framework

- Cause/Effect
- Problem/Solution
- Categories or elements of the problem
- Questions/Answers
- Chronological – historical background
End With Your Message

- Highlight Major Points
- Summarize Recommendations
- Synthesize in light of problem/purpose
- Outline next steps!
Non Linear -- Hub and Spoke Model
Content is Key....

- Know your project
- Collect *more* information than you will use
- Focus on graphs and charts
- Anticipate problem areas
Create the Visual Aids

- **Keep them simple**
  - Average attention span per slide is 8 seconds

- **Use examples and metaphor**

  The stretching of vorticity is a difficult physical concept, but comparing it to a skater's conservation of momentum helps to clarify what we mean.
Visual Arguments Need Evidence

- Present evidence
- Teach with evidence
- Convince with evidence
What does the Audience Expect?

t (time) = 15', T (temperature) = 32°; t = 0', T = 25°; t = 6', T = 29°; t = 3', T = 27°; t = 12', T = 32°; t = 9', T = 31°
**What does the Audience Expect?**

<table>
<thead>
<tr>
<th>Time (min)</th>
<th>Temperature (°C)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>25</td>
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<tr>
<td>3</td>
<td>27</td>
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<td>6</td>
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Image Quality Matters

- Consider size
- Choose colors with care
- Make data accessible
Focus on the Overall Composition

- What is the eye drawn to?
- Where does the reader want to focus?
- “Less is More”
- Avoiding chart junk
Credible Arguments

- The integrity of the graphic is key
- Include careful comparisons
- Document everything
Emotional Arguments

- Have a single message
- Appeal to our hearts
- Stir us inside
- Move us to action
- Include evidence and examples
Deliver the Briefing

- Focus and center yourself
- Be excited about your subject
- Be yourself—don’t imitate others’ styles
Rehearse

- Practice and time briefing at least 6 times
- Get feedback
  - Is your content clear?
  - Do you rock, squirm, gesture too much?
  - Is there room for improvements/adjustments?
- What 3 questions will your audience ask you?
Connect with the Audience

- Use the terms that your audience knows
- Use examples to explain new ideas
- Engage the audience
  - Establish eye contact; look at *people* not the screen
  - Use friendly hand gestures
  - Speak to specific individuals if you know them
Connect with your Audience

- A presentation is *two-way communication*
  - Pay attention to audience reaction
  - Modify your talk as needed (are they listening or reading email?)
  - Look for nods, smiles and strange looks to determine if your message is being received.
How do you Look?

- **Where to Stand?**
  - If you need to pick a place to stand – go left
  - Mediate between screen and audience

- **How to Speak?**
  - Project, Project, Project – Practice in Class!!
  - Pause after complicated ideas
  - Take questions at the end to maintain focus
The Briefing Doesn’t Live on the Screen

- Don’t read the screen
  - Say more than you show

- Hand-out more than you say

- Leave paper trail
The Briefing Flows Through You

- Weave a story
- Why is this interesting?
- Include stories, examples, evidence?
Prepare for Questions

- Listen actively (nod, make eye contact)
- Answer the question and move on
- Say you don’t know, if you don’t know
- State that you will supply answers later, if necessary
Finish Strong

- Structure – pick one
- Content is key!
- Delivery -- Rehearse, rehearse, rehearse
- What was your primary message again?
A Note on Group Presentations

In good teams...

- Tasks get Accomplished
- The satisfaction of team members is high
Group Check List

- Set goals -- together
- Communicate early and often
- Use people’s strengths/talents
- Keep disagreements in perspective
- Factor in editing time
- The group is always “on”
- Decide who will handle what questions
Sources

- **Purpose, Movement, Color: A Strategy for Effective Presentations**

- **The Quick and Easy Way to Effective Speaking**

- **The Visual Display of Quantitative Information**