

20 May 2004

Notetaker:

Effective Briefing Techniques

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Content

- The right stuff
- Gains and Losses
- So they see how to do the job better.
- Compelling evidence

Participation

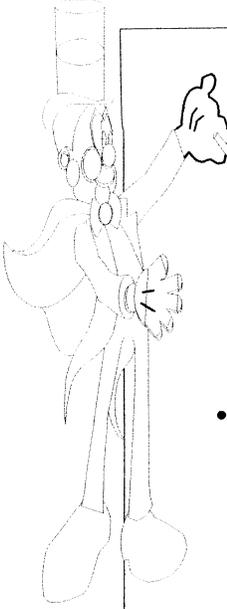
- I hear, I forget
- I see, I remember
- I commit, I may do
- I do, I understand



Review



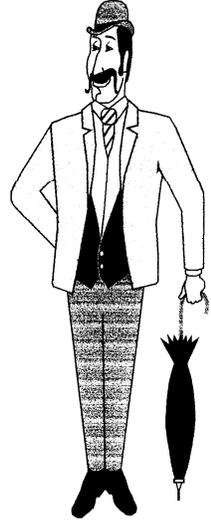
- Never call it a review
- Key concepts only
- Once the car is bought, stop selling!
- Have an action document.



Tricks of the Trade

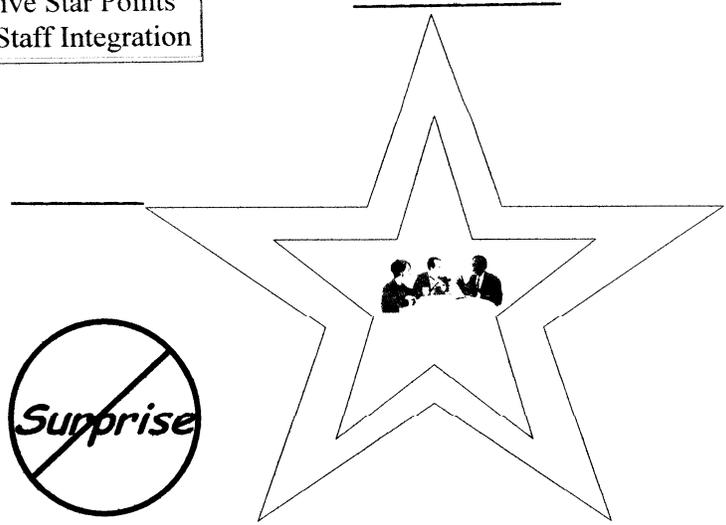
- Set up
 - * _____ Preparation
 - * p _____ Preparation
 - * p _____
- Hot buttons
 - * Universal
 - * Cultural
 - * Consider attitudes

Techniques

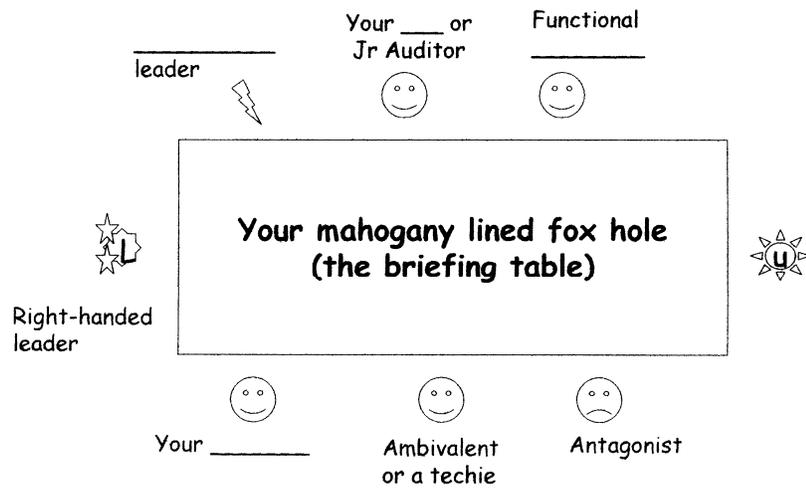


- Staff Positioning
- Physical Influence
- Stories
- Word Pictures
- To Shape Corporate Practices

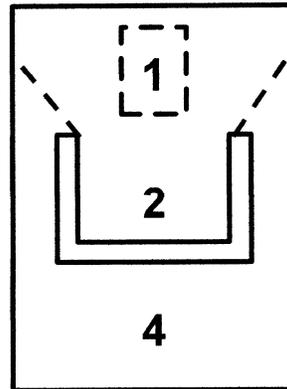
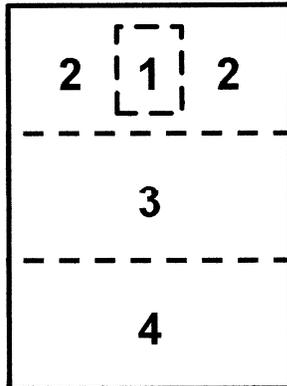
Five Star Points
of Staff Integration



Physical Preparation/Influence



Classroom Setting Zones of Impact



Graphics

Frame it ...*especially flip charts*

Dark on light/light on dark

No blank screens

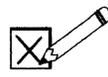
Simple fonts...never all caps

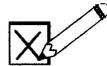
Chunk info...Rule of 7 (+/- 2)

Napoleon's Corporal 4 math and spelling

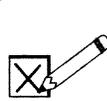


In each case Change Agents,
gave the Decision Maker a story to
tell

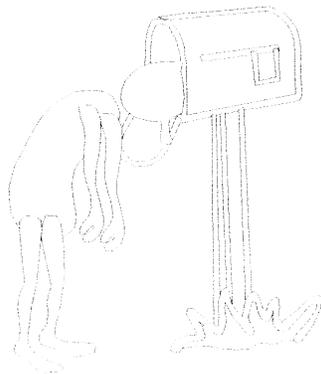
 In terms of the Army's culture
~~In my culture~~

 **About soldiers**
~~To those I must lead~~

 **It was memorable!**
~~In terms I can share easily~~

 **They proved it!**
~~So I can justify change as
the right thing to do!~~

Develop Word Pictures



- Like writing a letter to a friend
- Realize the power of details here
- Continuous Improvement
- Define by word pic then by story

We judge
ourselves by
our *intentions*.

also

We judge
ourselves by
our thoughts.

We judge
others by
their *behavior*

Others judge
us by our
actions.



Practice the skills

Make them work for you

Become a Change Agent

Make a difference

A silver bullet like I promised?
No, but a new approach backed
up with the knowledge and skills
that you can master with the
right attitude. Learn to Weave the Magic

