

Briefing Guidelines

Implementation Planning Event

This is a list of topics you might want to include in your Briefing. It is not the intention that you should include each and every one of these nor is the list comprehensive. Briefings may be short or long depending on the nature of the project.

- (1) Who you are and your role in the project
- (2) Which management team set up and is steering the project, who the Champion and Project Leader are
- (3) Explain the areas you are going to cover
- (4) If there are other people also carrying out a Briefing, say how what you are going to say fits in with what they will cover
- (5) Background to the project and where it came from, especially which strategy it fits under
- (6) Why and how those present have been selected to be involved
- (7) A brief overview of the Project Remit
- (8) The story so far, where the project has got to, key pieces of work that have been done, who has been involved, any sticking points
- (9) Particularly pertinent lessons learned from the pilot
- (10) Initial thoughts on how and when implementation will be carried out
- (11) Any areas that you are particularly keen to get input on today
- (12) What you would like to see by the end of the event
- (13) Finish by recapping what you have covered

Notes Any Briefing always has far more impact if key points are presented on flipchart. Use PowerPoint as an alternative only if you have pictures or graphs to show. Questions will be picked up in the following Feedback Session so only answer points of clarification.

Time Discuss this with your Facilitator but ideally no more than 30 minutes.