

Learning Objectives

Based on years of research in communications, briefing note processes, and decision making, this workshop employs an innovative approach to briefing notes that sees the briefing note writer as a steward of data, information and knowledge in the policy process. Using our unique “persuasion perspective”, eBriefings.ca see the task of the briefing note writer as having to persuade the reader of the validity of what they have uncovered in their analysis. And this approach doesn’t stop at the point of committing words to paper. Instead, we see briefing notes as the initial document in a conversation – as the entrée into a policy dialogue aimed at persuading your audience that your analysis has merit.

Two separate workshop designs are possible: a half-day short workshop addresses the concept of persuasive briefing note writing and emphasizes the elements that can lead to better briefing notes. The full day version of the workshop expands on the shorter version to draw in greater detail and technical elements in better briefing note writing, as well as allowing for more short exercises and case studies and drawing in insights from some leading figures in policy analysis and public administration. Topics covered in both sessions include key principles for writing quickly and effectively, and how to use the psychology of persuasive communication to generate positive reader response.

Upon completion of this workshop, participants will be able to:

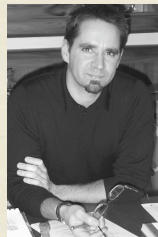
- Transition from policy analysis to policy communication
- Effectively communicate policy findings using short summary documents and oral briefings
- Use persuasive skills to improve the delivery of briefing notes and oral presentations
- Better serve decision makers through more effective briefings
- Increase the impact of briefing notes through information visualization and visual metaphors
- Adapt to differences between two-page rapid assignments and longer briefing projects.

Ten Reasons to Attend

1. Learn how to turn great policy analysis into brilliant policy briefings.
2. Learn effective organizing techniques for structuring your briefing note.
3. Discover how to read your reader, and write your briefing note to appeal to their interests.
4. Develop skills in presenting information and metaphors visually.
5. Improve your skills in delivering oral briefings.
6. Work on short practice examples to build on the workshop theory.
7. Make use of the science of persuasion to deliver better briefings.
8. Learn different approaches to briefings depending on the scale and scope of the assignment.
9. Get insights from leading figures in public administration and policy analysis.
10. Get advanced access to the forthcoming textbook “The Policy Analyst’s Guide to Better Briefings”.

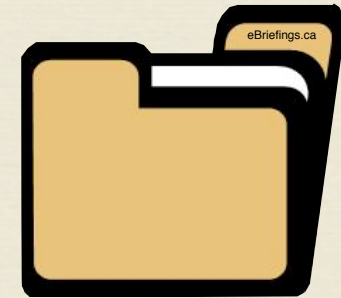
Workshop Leader

Justin Longo is a senior associate with eBriefings.ca and the principal of its workshop solutions stream. He has spent the last decade researching and writing on the subject of decision support systems in public sector settings, focusing on traditional and new-technology approaches to the briefing function. He has extensive teaching experience at the university level and has led workshops in a number of forums. His doctoral research in briefing processes is unique in the field and provides the basis for these workshops.



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Better Briefings Workshops



A Research-Based Approach to Creating Better Decision Support

eBriefings.ca

- ▣ Electronic Briefing Note Management Systems ▣
- ▣ “Better Briefings” Workshops and eLearning Solutions ▣
- ▣ Briefing Process Analysis and Redesign ▣
- ▣ “The Policy Analyst’s Guide to Better Briefings” ▣

The Importance of “Better Briefings” to Your Organization

The public sector environment is changing, but its internal systems are struggling to adapt. Externally, new demands and expectations from stakeholders – coupled with dramatic increases in the volume of information available – have increased the complexity of decision making. Within government, executive decision-makers require high-level summaries of this complexity, more frequently and more quickly. Decision-support personnel (e.g., policy analysts and advisors) now have less time to process more information and deliver high-quality decision-support briefings.

In order to effectively deal with the increasing information volume and issue complexity, decision makers need a way to filter information. The briefing note process is one way of dealing with this vast data stream. By having analysts filter and synthesize large volumes of information into coherent short synopses, a decision maker can focus on the key issues while ignoring unimportant distractions.

As information access grows, and complexity increases, the value of better briefings becomes even more crucial for your organization.

The Importance of “Better Briefings” to Your Career

Your success as a policy analyst will increasingly depend on your ability to craft persuasive briefings that make sense of complexity, place analysis in its proper context, and make a more effective contribution to decision making.

Writing effective briefing notes, and delivering effective briefings, involves more than “correct writing”. Knowing how to persuade your audience of the merits of your analysis will make your briefing notes stand out and enhance your contribution to your organization. In this practical workshop, you will develop the confidence and skills to create better, more persuasive, briefings.

This workshop is for anyone who has to communicate what they know, to those who need to know, in writing or orally. Appropriate for employees in organizations at all classification levels and program areas, this workshop is especially aimed at decision-support analysts and program managers.

Workshop Content

The Briefing Note in the New Context of Policy Analysis

- Better Briefings as the Continuation of Good Analysis
- Towards “Persuasive Briefings”

Structuring Your Briefing Note

- Effective Organization Techniques
- Putting Your Thoughts Together and Crafting Your Argument

Know Your Audience

- Universal Decision-Maker Characteristics
- How to Analyse Your Reader – and Write for Them

Visual Rhetoric

- Principles of Information Visualization
- Conveying Ideas With Visual Metaphors

Effective Communication Through the Briefing Function

- Optimal Intra-Organizational Communication Strategies
- Key Lessons in Effective Policy Communication

Dynamic Briefings

- From Written Briefings to Oral Presentations
- Effective Presentation Techniques

Case Studies and Exercises

- Examples of effective and ineffective briefing assignments
- Short exercises to build on workshop theory

The Science and Practice of Persuasion

- Tips for increasing the influence of your analysis
- How to use your persuasive skills ethically

Specific Challenges in Briefing Note Delivery

- The Quick Turn-Around Project
- Collaborative Briefings vs. Cooperative Briefings
- Large Scale/Broad Scope Briefing Assignments

Special Guests

- Leading figures in policy analysis and public administration will join the full-day workshop for a one-hour armchair chat that will provide workshop participants with a window into how senior decision makers receive and process briefing notes.

Takeaway Items and Workshop Follow-up

- Course Workbook (early draft of the forthcoming textbook “The Policy Analyst’s Guide to Better Briefings”)
- Membership in the on-line Policy Analyst’s Community of Practice

Workshop Registration Fees

Half-Day Workshop

Single registrant: \$300 (+gst)

Team Price: \$1100 (+gst) (up to 6 people)

Full-Day Workshop

Single registrant: \$550 (+gst)

Team Price: \$2100 (+gst) (up to 6 people)

Customized workshop offerings are also available. Email workshops@ebriefings.ca for a quote.

Workshop Dates

Both the half-day and full-day workshops are offered throughout the year at locations across Canada. Please see our website at <http://www.eBriefings.ca/workshops> for upcoming dates, more information and to register.

Administrative Details

Register is completed online at <http://www.ebriefings.ca/workshops>

Mid-morning and mid-afternoon nutrition breaks are provided. Lunch during the full-day workshop is on your own.

Registration is transferable. See our website for our cancellation and refund policy.

Whitehall Policy Consulting Inc. (the parent of eBriefings.ca) is a low eco-footprint firm. We conduct our workshops in line with our principles.