BLEVINS FRANKS

BRIEFING FOR SUCCESS

Rapport

- Put colleague at ease

Set the scene

- Confirm what the briefing will entail including timing

Understand context of meeting

- Check background and context of forthcoming call/meeting

Understand and agree objectives

- Elicit your colleagues objectives for the call/meeting
- Shape and agree
- Incorporate any previous learning, if necessary

Understand call/meeting structure

- Elicit how your colleague intends to structure the call/meeting
- Challenge and support where necessary

Explore potential problems

- Understand potential problems
- Confirm how these problems will be resolved

Positioning of You in the Call/Meeting

- Agree how you will be introduced in the meeting
- Confirm when and how you will be brought into discussion

Summarise and close

- Summarise
- Check for questions
- Confirm the next steps following the call/meeting
- Finish by motivating your colleague