

# Bring clarity to first impressions with BRIEF

Use the BRIEF methodology to elevate your role definition, and to prepare for interview questions.

- ▶ **Capture their attention:** have a compelling headline
- ▶ **Map your course:** use a BRIEF map to prepare
- ▶ **Refine your point:** focus on what matters most to your audience
- ▶ **Stick the landing:** Know how and when to end

<https://thebrieflab.com/>  
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