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Follow up

Background

6

2

[brief]box™

BRIEF Box

1

5

Ending

Relevance

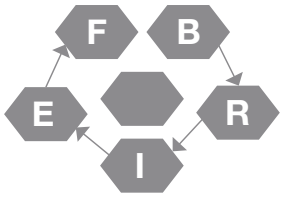
3

Information

4

1	BRIEF BOX
2	BACKGROUND
3	RELEVANCE
4	INFORMATION
5	ENDING
6	FOLLOW UP

HOW TO READ



PROJECT	DATE	REVISION
AUTHOR	BRIEF MAP™	

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[brief]box™

Your primary point (bottom-line-up-front, headline, focal point, hook, etc.)

the[brief]lab®
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FLOW

B BACKGROUND



"What is the current situation, issue or problem?"

"How am I going to start?"

"Is there a story or anecdote to start?"

R RELEVANCE



"Why am I telling you this?"

"What does it really mean to my audience?"

"What do I want them to do with this information (e.g., share, agree, comment, move forward)?"

I INFORMATION



"What key pieces of information or ideas do I need to share to give my audience a clearer understanding of the situation (e.g., facts, figures, examples)?"

E ENDING



"How do I want to conclude?"

"What does success look like?"

You need to know when to stop talking.

F FOLLOW UP



"What question(s) do I anticipate at the end?"

"What question(s) should I ask them to get them talking?"

If there are no comments or questions, they don't get it.

WORK SHEET PREP NOTES