

Tips for Great Briefings

Good Practice | Little Book of Nudges

We know how full life is in UHB.
It's always full.

**And when it's always full,
you have to make choices...**

What to prioritise.

What to focus on.

What to maybe leave today.

We react. Get flexible. Move resources.
This is what we do best.
But being always reactive isn't effective.

When you're always reacting, you feel frantic.
You can lose sight of what matters.

1:1s get moved.
Team briefings shortened.
Meetings postponed or cancelled.

**And we can end up feeling like time with
our teams as their manager is pinched.**



And we all know that when it comes to meeting with your team... it's essential.

You can't run a team effectively without them.

They set the direction for everything that happens afterwards.

And yet they're first to get squeezed when we get 'busy'.

We need to change this.



You can't run a team effectively without getting them all together and setting them up to succeed.

You have to all know what you're up to.

You have to all know what good looks like.

You have to all know the day's priorities.

And all this happens through team briefings.



Connecting with your team
is like staying hydrated.

Do it regularly.

Make it part of everyday life.

Meet regularly to
manage change.

Daily meetings mean no more
than 24hrs without a check-in.

Your people need to
know what's going on.



Talking is the easy bit.

**Landing a message that gets people
to perform is much, much harder.**

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Decent briefings take...

Preparation

and

Focus

and

Energy.

01

Start Well & Show Up

Think about your first 10 seconds
What's your opening line?

Focus on your energy, body language,
and facial expression.



If you need some tips, try these...

The 50/70 Rule: Try to maintain eye contact for 50% of the time when speaking and 70% of the time when listening; this will feel most natural.

Mirror body language: Subtlety is key here; look to reflect the body language of people in the meeting to build rapport and empathy.

3-second scan: Hold eye contact for about 3 seconds with each person before moving on.

Close enough: If direct eye contact feels too intense, look at the person's forehead or the bridge of their nose. It still gives the impression of eye contact.

Vary your tone: Change your pitch, volume, and pace to keep listeners engaged and to help you make key points.



Act like they can leave

Would you want to be in your own briefing?

Would you leave if you could?

What would make you stay?

Do that.

Start with Why

Every message should be Why
then How then What.

Starting with What is boring.

No-one remembers it.

The stuff doesn't get done.

Set people up properly by
starting with Why.

Remember...

Why is the purpose and the goal of what you're trying to achieve.

How is the way we'll do it, the behaviours and ways of working to get us there.

What is the actual thing you need people to do.



04

Make it a Conversation

Ask questions.

Demand answers.

Have a discussion.

How do your team think they're doing?

How are people feeling?

Where should we tweak things for the next phase?



Practice

Great performances come from practice.

Find people who are better than you.

Watch them.

Ask them to watch you.

- Get their tips.

And learn from each other.

Team Briefings.

Massively important.

Not complicated...
...and need you to be on it.

Let's make them effective every time.



