

[ASSIGNMENT] “The Walking Briefing”

1 minute

GOAL

This exercise is designed to prepare you to find, digest, analyze, and deliver an update and key point to a senior leader in a one-minute, no-notes “Walking Briefing.” The purpose of this exercise is to gain fluency in identifying new developments relevant to technology leadership, understanding what core information must be shared, developing recommendations for action, and practicing how to deliver this information succinctly and in a fluid, dynamic, and unpredictable dialogue.

TASK

- BEFORE CLASS
 - Find breaking news / study findings / report related to class (see example below)
 - Select leader and organization to brief (eg CTO of major org; Founder at startup)
 - Know why this matters to your leader
 - Memorize ONE brief point on essence of this news
 - Prep for questions you may be asked (TIP: what Qs would YOU ask?)
 - Know the ONE thing you want your leader to walk away knowing from your briefing and craft your points accordingly
- IN CLASS
 - Be prepared to sit / walk with your senior leader and field questions without notes in 60 seconds (*time will be strictly kept*)
 - *Walking is encouraged for the “Walking Briefing.” If for any reason you need to sit, chairs will be available for you and your senior leader as well
 - Breathe!

TIPS

- **Your opening line should inform** your senior leader (and the class) why this is happening. Include who you’re addressing and who-what-when-where-why-how information, for instance:

EX: “Mr. Chesky (founder of Airbnb), as you may be aware, your recent comments about [women not being able to adopt ‘founder mode’](#) the way men can has been misinterpreted by some news outlets as suggesting that women are not as well qualified to be founders. Your press team has a plan to correct this.”
- **Your job is to deliver ONE point.** Know your point. Be prepared to pivot if your senior leader asks questions that stray from your point (politely yet firmly).
- **Confidence is everything.** In these 60 seconds you must brief your senior leader and also convey confidence that doing so is absolutely necessary. Being prepared will help to create this confidence.