

Tool: Briefing your partners



What can I do with this tool?

Using this tool for briefing will help you to ensure your partners understand their role, tasks and responsibilities, they will perform their activities in time and their work will add value to the interventions of the other partners. A good briefing reduces the risk of conflicting messages and confusion about roles and responsibilities. A briefing is best done orally, face to face, and afterwards confirmed in writing.

For whom is this tool meant?

For professionals who help implement international agreements on biodiversity, climate change and sustainable development

What knowledge is presumed for using this tool?

To effectively use this tool, it is required to understand Key subjects 1, 2, 3, 4 and 5 of the [course Strategic communication](#) on [Frogleaps.org](#).

When can I use it?

Briefing is done in the designing phase as well in the executing phase and the evaluation phase. It is best done in dialogue with the partner for whom the briefing is meant.

How do I brief my partners?

For your communication to be effective, a great deal depends on organization. A clear division of tasks and responsibilities for your communication team is essential for success. If these prerequisites are not met, you will risk missing vital steps and deadlines. It will not be clear how the team will operate and how their activities are coordinated.

Briefing your partners is important. You inform them about:

- The background of your project
- Your Big Goal and your doable sub goal for the project
- Your objectives
- Their assignment: results, tasks, responsibilities and timing
- The working rules and conditions: how are tasks of partners coordinated, how do partners report progress & results

You also brief your partners in the Designing phase. Briefings are not only for partners but also for consultants and agencies hired to work on assignments: all people who play a role in preparing and executing your project.

To help you with a good briefing, fill in the briefing tool on the next page. Then discuss it with your partners. When they agree with the text, ask him or her: What are you going to do now? This gives you the opportunity to check whether everything is clear. Then finalize the briefing and send it to your partner. A briefing tool is one of the elements you also need to look at in the evaluation.

Briefing tool: fill in the template below with your partners

Briefing for:

The background of your project:

Your Big Goal and your doable sub goal for the project:

Your Communication Objectives:

- Knowledge:
- Attitude:
- Behavior:

Key message:

Your partners' assignment:

- Desired results:
- Tasks:
- Responsibilities:
- Timing:

The working rules and conditions:

- How are tasks of partners coordinated:
- How do partners report progress & results:

Annexes (examples):

- House style
- Relevant addresses
- Relevant earlier projects
- etc.