

# Good Thinking Guide No.3



**How to Deliver Right First Time**  
The Briefing Document

# The Challenge

Your CEO has come to you with a big idea, and she wants your help to bring it to life and communicate it. While she is undoubtedly a big thinker, you will need to unpick some complex ideas and repackage them in a way that makes sense to a wide audience.

Always interrogate. Make sure you are comfortable with what is required, but also why. Encourage your CEO to see this through the employees' eyes. How will they be affected? What is in it for them?



# What you need to do

The best, in fact arguably the only, way to tackle this is to write a creative brief. Think of it as the magic wand to help you manage everyone involved in the project, from your CEO, to your creatives, to your agency and – ultimately and most importantly – your audiences.

It's good practice to have all stakeholders sign off the creative brief before you start work on your communications. This confirms their understanding and avoids anyone meandering off in the wrong direction.



# Why you need it

Expectations, expectations, expectations. We all have them. The thing is, most of the time we don't articulate them, until we see what we don't want, and by then it can be too late. So avoid failure by setting out what everyone expects. Make it unambiguous, crystal clear.

Think of the three Cs:

Clear, Concise, Comprehensive

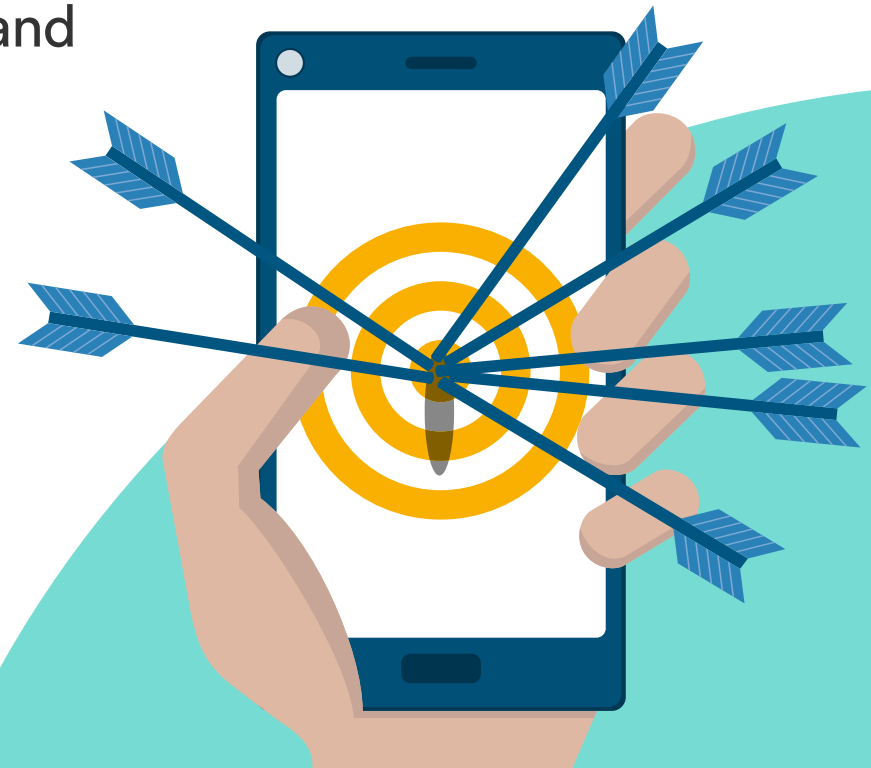
Follow this formula to avoid multiple rounds of feedback and all the frustration that creates.



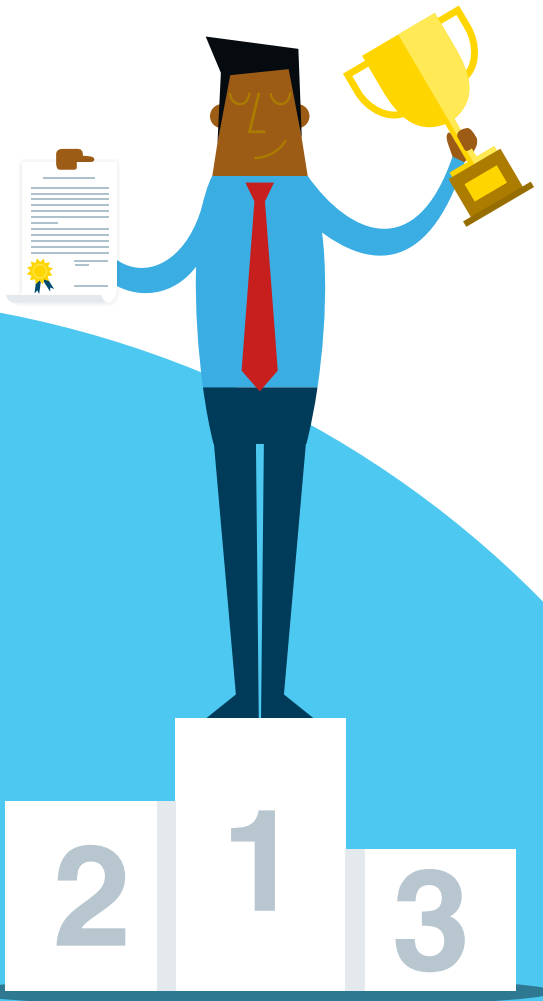
# How you do it

Start at the end. What is the outcome you want to achieve? What should people know, feel and do? These set your objectives. Then define the stepping stones needed to get from where you are to where you want to be. What are the key messages? What are the channels you will use? What are the milestones and timescales? Who is doing what, when?

Always make your objectives measurable. And don't just think about engagement with your communications. Think about how you measure their impact. Have they changed perception? Have they changed behaviour?



# What the impact should be



It's definitely not the most creative part of your job, but defining these parameters from the offset will be the difference between reactive panic and contemplative contentment. Perhaps...

At the very least, you, your CEO and your stakeholders will be reassured you are all on the same page – which is always a great place to be.

Delivering what your senior stakeholders need, in a way that has a tangible impact on business performance, is the best way to raise your status and illustrate the value of internal communications.

# So what next?

Get in touch with us and we'll work with you to help align your workforce and make everyone's job easier, more fulfilling and generally more awesome.

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