

# WHAT IS A 7-MINUTE BRIEFING?

## Background

7-minute briefings are based on a technique borrowed from the FBI. It is based on research, which suggests that seven minutes is an ideal time span to concentrate and learn.

Learning for seven minutes is more manageable in most services and is more memorable as it is simple and not clouded by other issues and pressures.

## Why it Matters?

The SPB is aware of increasing pressure on services, which can make it difficult to release staff to attend training, as well as the need to keep learning and developing to maintain a skilled workforce.

7-minute briefings are short, team-based learning events which might be a helpful way to support learning in the organisation.

**What to Do** The expectation is that team leaders will present briefings to their staff once a month. It will be important to make the topic relevant to the service. The briefings should not be mixed in with any ordinary day to day issues of the team, as this will diminish their impact.

### Questions to consider?

How do you organise these in your service?

How do you ensure they are given both time and importance?



## Information

The context of the briefings will be a mixture of new information (such as new policies and procedures) or a reminder/repeat of basic information with a challenge to think about the application in the team. Their brief duration should also mean that they hold people's attention as well as giving managers something to share with their staff.

They should be delivered face to face, to ensure they are not misunderstood, and there can be a discussion of the subject with concentrated time which does not become lost in other paperwork or emails. Please use the evaluation survey for the briefing after the event. If you or your team have suggestions for future briefings you would find helpful, please send your suggestions to the SPB Training Department

The briefings will be an invitation to think and will end with discussion points which teams can use if there is time but can also be omitted.

The briefing will stand alone, even without the discussion, although if time is allowed for discussion this is likely to enhance the learning of the team.

It is planned to send out the briefings to any manager in Jersey who wants to use it. The structure of each briefing will be the same so it becomes easier to find the information once managers are familiar with the format. Clearly the briefings will not have all the answers, but it is hoped that they will act as a catalyst to help teams and their managers to reflect on their practice and systems.