

7 Minute Briefing: A Guide to Writing a 7 Minute Briefing



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WHAT TO DO

Get writing - the bigger the wsp series of 7mb, the more we can raise awareness and support colleagues everywhere to make safeguarding everybody's business.

See our website for more information:

[Walsallsp.Walsall.Gov.Uk/arrangements/publications/briefings and guidance](http://Walsallsp.Walsall.Gov.Uk/arrangements/publications/briefings%20and%20guidance)

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BACKGROUND

7-minute briefings are based on research which suggests that seven minutes is an ideal time span in which to concentrate and learn; the technique is widely used in other professions.

Learning for seven minutes is manageable in most settings; and learning is more memorable if it is simple and not clouded by other issues and pressures.

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REVIEW

- To ensure validity and continuing practitioner or public interest, every 7 mb should be reviewed after two years,
- Some topics may warrant consideration more regularly.

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REQUEST

The need for a new 7-minute briefing (7mb) is identified by a board, subgroup or individual:

- Usually, to support a multi-agency strategy or to raise awareness of an issue,
- The identifier should assign the most appropriate subgroup or person as the lead for the drafting and approval process,
- This will ensure relevant specialist input

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PUBLICATION

Submit the 7mb to the wsp business unit manager for publication. The business unit manager will:

- Proof-read and ensure the 7mb fits with wsp branding,
- Assist with formatting if required,
- Return the final proof for sign off,
- Publish the signed off 7mb on the wsp website,
- Add the 7mb to the wsp document register.

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DRAFTING

Put together a draft or adapt an existing 7mb:

- Ask the wsp business unit for the template,
- Don't worry too much about formatting at this stage,
- Submit the draft to the identified lead for sign off.

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RESEARCH

Before drafting a 7mb the objective and audience should be properly defined.

Search other Isab or Iscbs to find out if the 7mb already exists.

Think about the format – see our 7mb resource For examples.