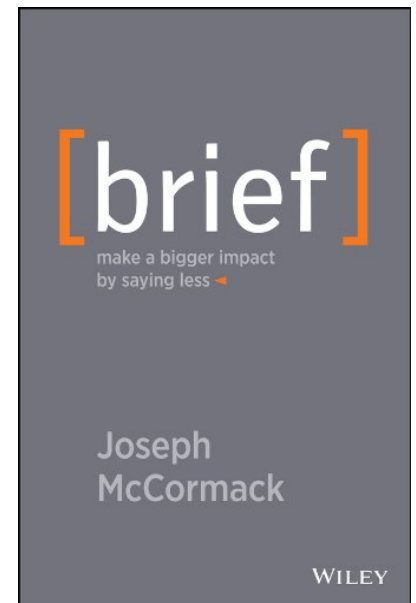


Brief Book Summary (PDF) by Joseph McCormack

Ready to learn the most important takeaways from Brief in less than two minutes? Keep reading!



Why This Book Matters:

Brief tackles the idea that less is more when it comes to speaking to others. In the fast-paced environment we live in, keeping it straight and to the point is the best way to go.

The Big Takeaways:

1. **The quicker you are to get to your point, the more likely your point is to be heard.**
 1. If we operate in information overload these days. For what you say to be heard, get straight to the point.
2. **Find out why it takes so long to get to your point.**
 1. Many people struggle with talking for far too long, trying to explain their point. Tackle the reasons for this run-around to become a better speaker and a more efficient person.
3. **Utilize the BRIEF mindset.**

1. This strategy helps you target speaking with efficiency by considering the following: Background, Reasons or Relevance, Information, Ending, and Follow-up questions.
4. **Appeal to the visual senses.**
 1. When you're trying to get your point across quickly, visual aids can be the perfect route.
5. **Leave the jargon, embrace story-telling.**
 1. You don't need to speak with tons of "corporate" words to get your point across. Telling a story helps people visualize your point quickly and with better understanding.

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