

Enclosure 1.

BRIEFING NOTE FOR MR. JOHN DOE, ASSISTANT DEPUTY MINISTER (PORTFOLIO: EUROPE) DEPARTMENT OF FOREIGN AFFAIRS AND INTERNATIONAL TRADE

Memorandum of Understanding (MOU) on the Industry in Action Program

ISSUE

The issue statement should make a brief link with the point in the letter that refers the reader to this briefing note.

BACKGROUND

A briefing note may allow you much more latitude in formatting than does a letter or a memo. Even so, it can be sound practice to follow the same principles as are used on WritingForResults.net for a memo to the minister. This template shows how a briefing note would look when those principles are applied.

The background section of the note provides information, history or explanations that will help the reader to understand the nature of the issue or its context.

Background can be supplemented by annexes to the briefing note. However, that starts to create a complex format. You might want to consider creating a briefing book instead of a complex series of briefing notes and annexes to briefing notes.

CONSIDERATIONS

Considerations are used to show that the conclusion is a reasonable response to the issue statement. This entails providing options, pros and cons, analysis, arguments and key policy priorities as needed, given:

- the issues at stake;
- your knowledge of what the user knows and does not know; and
- your knowledge of the user's position on the issues.

CONCLUSION

The conclusion is the bottom-line response to the issue statement. It should:

- answer the question: "So what?"; or
- help the reader to see the forest through the trees; or
- state what happens next; or
- do all of the above.

In the accompanying letter, there should be a link to the briefing note. It may be appropriate for that link to summarize the conclusion from the briefing note.

Contact: John Aspen, (613) 992-0000
Industry Branch, Economic Advancement Canada