
D.BRIEF

+ **WORKSHOP**



D . BRIEF +

NESTLÉ

may 1st 2025

KEYNOTE

SUMMARY

AVIATE

"YOU ARE IN CONTROL OF YOUR OWN SINGLE SEAT AIRCRAFT"

I - MURPHY'S LAW



Born in 1918, Edward Murphy started as a military pilot before working on the project MX981, leading the way to ejection seats. He impacted aviation mindset. 90% of the success of the mission is in the preparation.



"Anything that can go wrong, will go wrong."

II - WARM UP AND PREACTIVATE MENTALLY

No athlete would ever start a race without warming up his body and mind. Would you ? Self-brief enables you to show up "prepared" and be all you can be

"We don't rise to the level of our expectations, we fall to the level of our training."

Archilochus, 660 BC

III - "WE BRIEF WHAT WE DO, WE DO WHAT WE BRIEF"

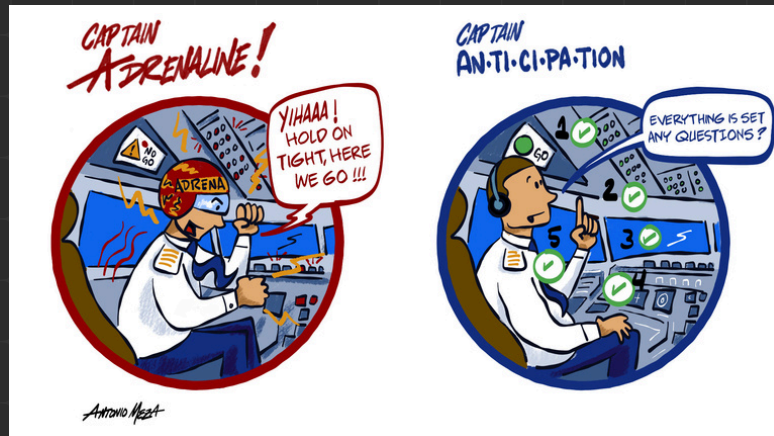


Being accountable, and leading or following his INTEGRITY is the standard in aviation. It takes self talk, self brief and daily "realignment".

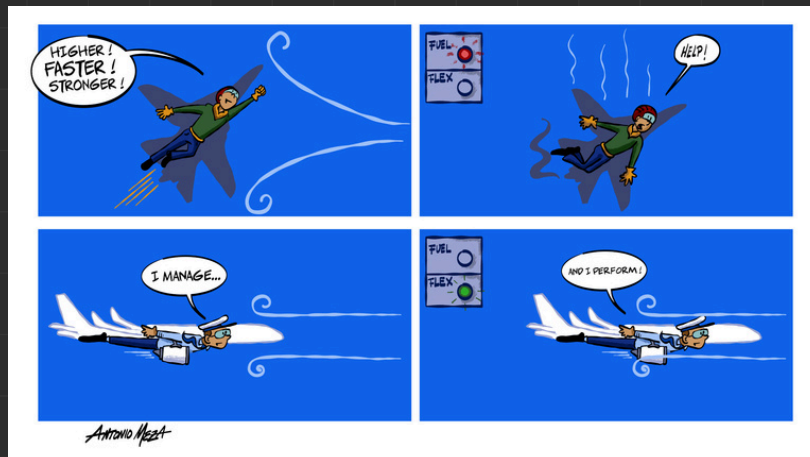
KEYNOTE

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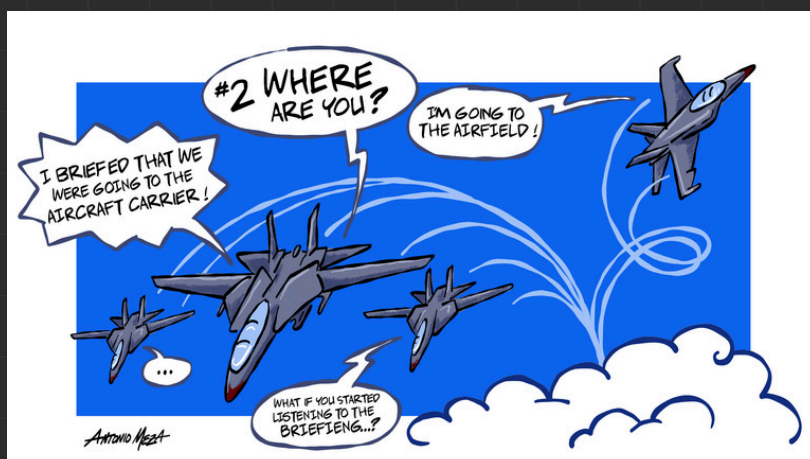
IV - ALWAYS ANTICIPATE !



V - MANAGE YOUR ENERGY



VI - "BRIEFING : THE ALIGNEMENT'S BACKBONE"



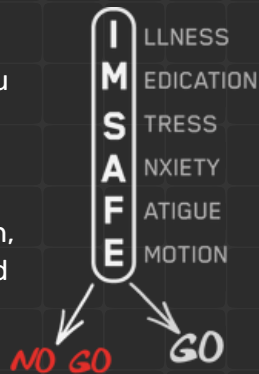
KEYNOTE

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VII - IMSAFE

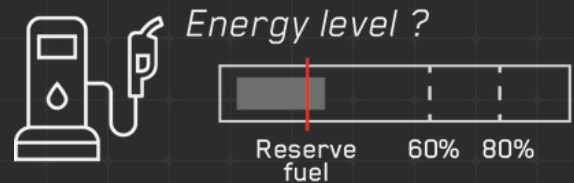
Every morning we self check ourselves, and other crewmembers. You are either fit to perform the flight or not.

If you accept the mission, no excuse will be allowed in the d.brief.



VIII - WHAT'S YOUR FUEL STATE

To prevent the "burn-out", you shall keep an eye on your fuel gauge. Knowing when to refuel and energy management are key skills to master, both for the Human and the Machine.



IX - LOSE SIGHT, LOSE THE FIGHT



Michael Jackson - 🎵 As easy as "ABC" 🎵

X - BE PREPARED



- 1 - BREATHING
- 2 - VISUALIZATION
- 3 - DYNAMIZATION

"Are you ready to live with the result of your own lack of preparation?"

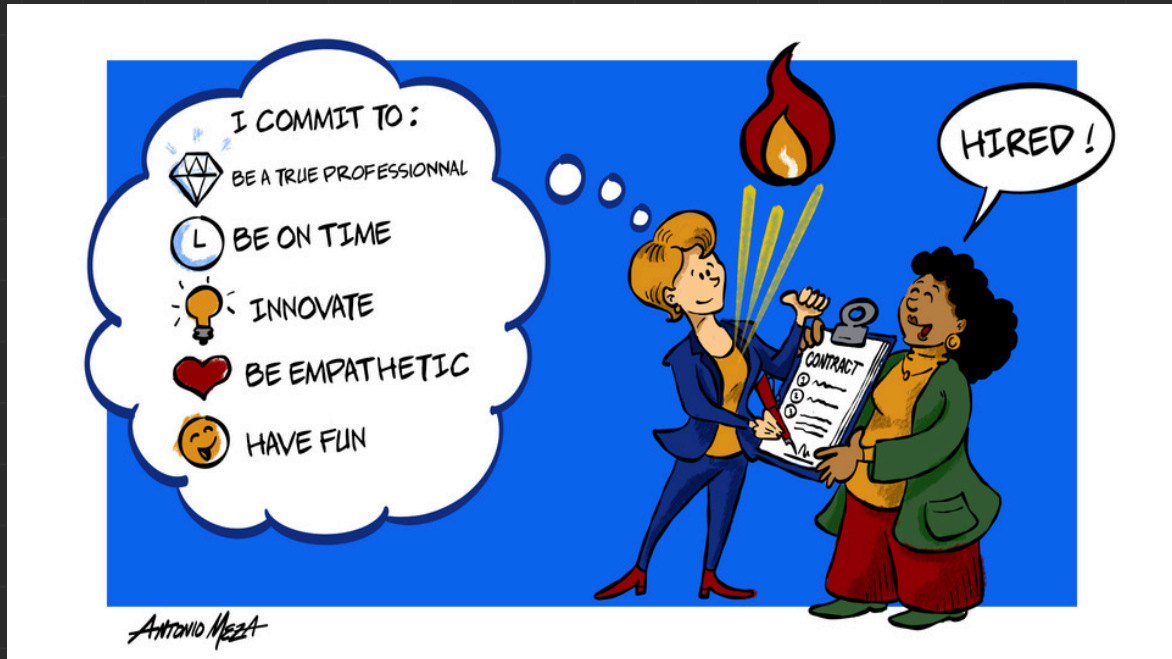
Anticipate and visualize unexpected scenarios and situations with :

"WHAT IF ?"

KEYNOTE

SUMMARY

XI - WHAT WAS THE PROFESSIONAL YOU SIGNED UP TO BE ? —



XII - D.BRIEF : ENTER THE D.E.N. —



BRIEF THE D.BRIEF

You address the professionals that you, and your colleagues were during the "mission".



DIFFERENT

What would you do differently ?



ECOEFFICIENT

How will you save energy / resources next?



NOTES

Which lessons learned should you write down?

"What was your mission ?"

Every d.brief starts by asking your colleagues this question. Then assess the % of accomplishment, and start identifying the lessons learned.

KEYNOTE

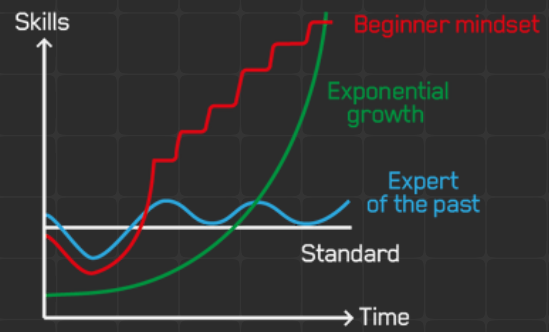
SUMMARY

XIII - STANDARDS

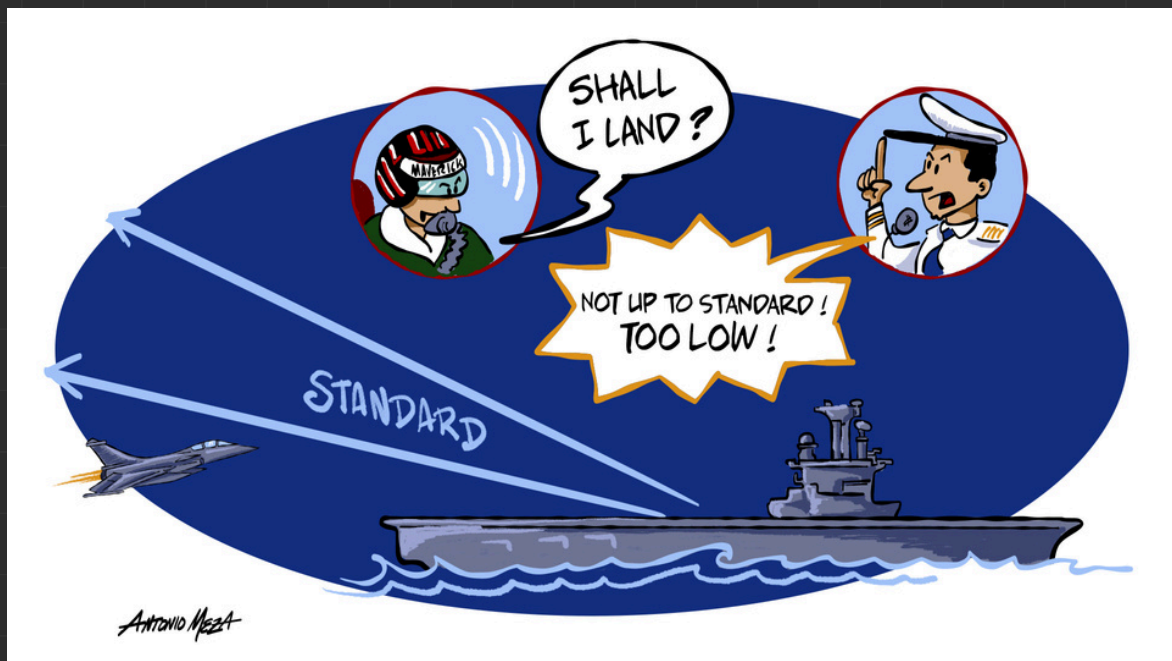


Don't be an expert of the past,
we live in an exponential world.

**MOORE
BUTTER
KRYDER**



Create value on a daily basis



KEYNOTE

SUMMARY

NAVIGATE

"WHO MASTERS TIME, MASTERS IT'S ENVIRONMENT"

I - WHAT IS THE MISSION

3M MISSION
MOYEN (ressources)
MÉTÉO (weather)

4T TASK
TARGET
THREAT
TACTICS

II - TUNNELISATION = DANGER



**WHEN IN DOUBT,
MOONWALK.**

Physical stepback helps intellectual stepback

III - TIME MANAGEMENT AND CREDIBILITY



Be a lighthouse for the others, time hack when you start a meeting :
"Done preparing ? 3, 2, 1 Top..."



Get external help with a time keeper
(human/electronic)



Your credibility is a share on the stock market. The quality of your decisions impacts its value

KEYNOTE

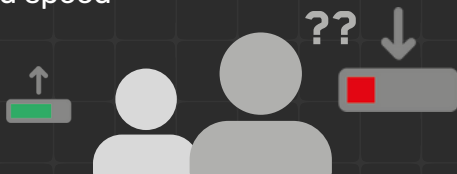
SUMMARY

COMMUNICATE

"WE HEAR WHAT WE EXPECT, NO ROOM FOR INTERPRETATION"

I - YOU CAN'T COMMUNICATE ALONE

- 1- Get their attention
- 2- Always sync your upload speed to their download speed



Request backbriefs



II - TUMBLEWEED = BRIEF ME !

"Know how to detect it, and confess"

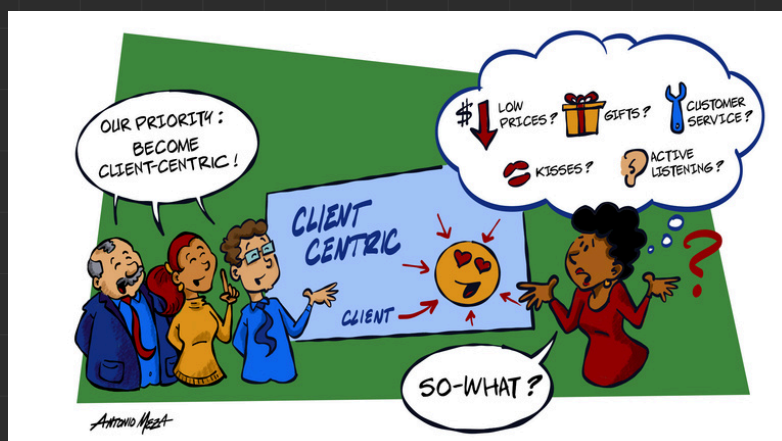


III - COCKPIT INTRUSION

Never enter a cockpit without invitation from the captain



IV - BE PRECISE DURING D.BRIEFS



KEYNOTE

SUMMARY

V - LEADER - FOLLOWER

There are 3 types of followers :

WINGMAN
TRAILER
TUMBLE

The foundations of followership

VISION



STABILITY



COMPASSION



TRUST



CREDIBILITY

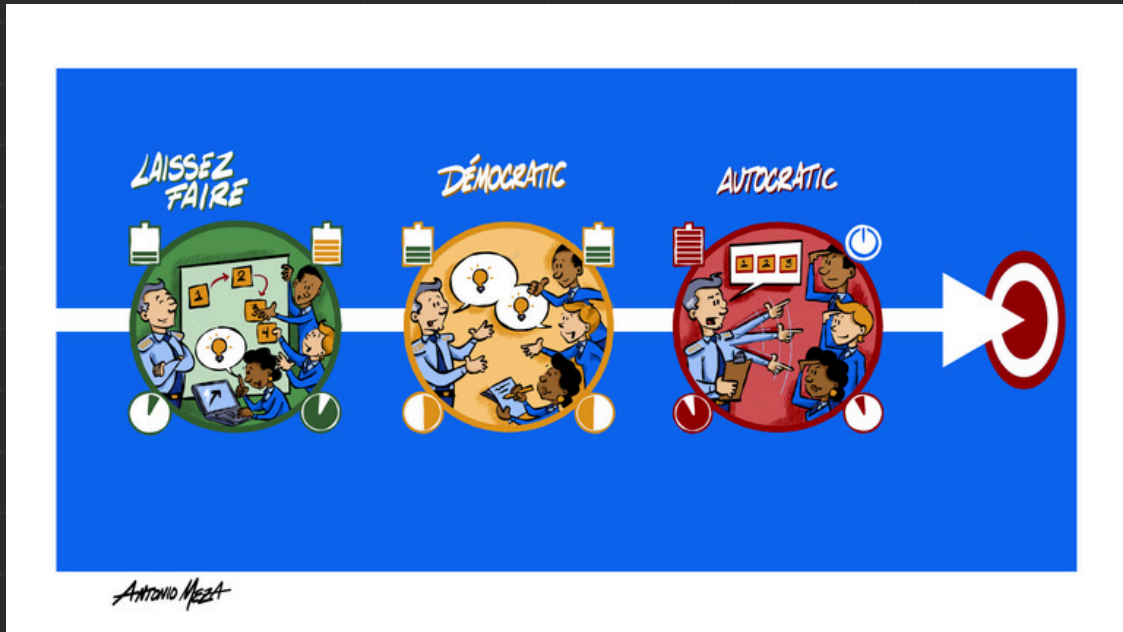


KEYNOTE

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VI - TIME DICTATES LEADERSHIP STYLE

Followers adapt their communication to the style and mental availability of the leader.



VII - STERILE COCKPIT

Overwhelmed by informations or unprofessional subjects ?
Use the sterile cockpit rule to take back control and refocus everyone on what really matters.

STERILE COCKPIT !



VIII - "EGO IS NOT YOUR AMIGO"



When d.briefing, everyone's ego must stay outside the DEN. You as a professional and as a regular person are two different persons.

WORKSHOP PHASE 1

I - TUNNELISATION

If you do not start by stepping back to understand the timeline, or what the mission is all about (find smoke ...) it will cost you the mission success.



II - LACK OF AUTOBRIEFINGS

Being passive and waiting for orders from the chain of command is easy, yet dangerous for the mission, and the team.



III - NO TIME KEEPING

Knowing where you stand with the timeline enables you to adapt the leadership / followership style



IV - GO/NO GO

Usually linked with timing and resources, to make sure no excuses are used in the D.brief, make sure you had a "showstopper" or "go/no go" moment.



V - DEBRIEFING W/O NOTES

If you do not take notes, you are smarter than all the fighter pilots and astronauts I worked with. Congrats, I am certain you will "ace" the d.brief and ALL the lessons learned ;-)

WORKSHOP PHASE 2

I - K.I.S.S.

Always try to make the mission as easy as possible - for you, but mostly for your TEAM - and make sure they got proper training.



II - BEWARE OF MICROMANAGING

Do not give your pilots micro directions, explain to them their mission objectives, and what the mission success will look like. Help them visualize the mission.



III - ALWAYS SELF-BRIEF

Pilot, middle manager, upper manager, you shall self brief and prepare your brain for the challenge of the "next step".



IV - PREPARE THE DEBRIEF

Invest a couple minutes in preparing the D.brief, just like you shall invest a couple minutes in preparing any team meeting - and make sure your colleagues have done the same.

SO WHAT ?



I - AVIATE, NAVIGATE, COMMUNICATE

Tunnelisation is a silent killer, and you won't even learn from it if you do not D.Brief with notes.

Understand the importance of flawless time management on leadership, followership and communication.

Always look at the mission as "what does mission success look like?". Ask your team opinion, and share your vision with your TEAM.

A-ABCD will get you anywhere, yet the D.brief requires discipline and notes to be efficient.

II - TIME TO CHANGE

Mistakes will be made, lessons must be learned.

Track them, cherish them and use them to remind yourself that only discipline and methodology can enable the 99.9999% success rate we enjoy in aviation.

This success rate works beyond the cockpit, but you are "only as good as your next pass". Stop applying the methods and your 10 or 20 years of experience won't prevent you from exponentially increasing the risk of crashing the plane.

It starts with you, and it is all about integrity.



CAN YOU AFFORD NOT TO BRIEF AND D.BRIEF ?

"YOU HAVE CONTROLS"

FLY SAFE

QUESTIONS ?

Restons en
contact



 **LINKEDIN**

Pierre-Henri "ATÉ" CHUET

 **YOUTUBE**

ATECHUET

 **INSTAGRAM**

Ate_chuet



 **WEBSITE**

WWW.D.BRIEF.ORG

 **LINKEDIN**

D.BRIEF

OUR EXPERTISE

CATAPULT YOUR TEAM HIGHER AND FURTHER

Full day and half-day workshops

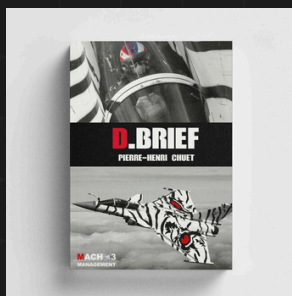
- Focus on: communication, followership, leadership, briefing / d.briefing time and priority management
- Take away : we will co-construct with your team their methodology
- Ideal from 4 to 20 participants

Prices on request



Keynote (on-site & remote) FR/EN

Prices on request



D.BRIEF

Apply the methods of fighter pilots to your daily life

available on Dbrief.org
or Amazon.com



Au-delà du cockpit

Adoptez les méthodes des pilotes de chasse dans votre quotidien

disponible sur Dbrief.org
ou Amazon.fr

D.Brief is also a fully immersive experience

- A unique and exclusive Team Building program created by Até to apply the lessons learned in the army to the business world.
- Motivation, communication, stress management and self-improvement are all on the agenda.
- Places are limited. Program open to individuals once a year.
- This immersive experience could be tailored made for your team and last between 2 and 4 days.

Prices on request

