



Five Characteristics of an Effective Team Meeting

Master the Art of Productive Sessions

"The least productive people are usually the ones who are most in favor of holding meetings."
— Thomas Sowell

So, why kick off with a quote criticizing meetings? Because, let's face it, we're all having them, and they're gobbling up our time. According to GoAskCody.com, the average American worker spends over 9 hours a week in meetings, with managers hitting up to 12 hours. That's 36 to 48 hours a month not directly generating revenue! And as we dive deeper into a virtual world, these numbers are likely to climb.

But let's be real, meetings aren't all bad. When they're meaningful and goal-driven, they can be valuable. If your meeting lacks purpose or clear action items, consider canceling it. Trust me, your team will appreciate it, especially as virtual meetings become more frequent. While meetings are necessary for planning, strategizing, and training, the best leaders know when and whom to involve. Running an effective meeting is a skill worth mastering.

To make your meetings count, here are five key traits to focus on:

1. Start and End on Time:

- Arrive early to demonstrate respect for your team's time.
- Create a buffer by starting meetings 5-10 minutes past the hour.
- Condense meetings when possible; shorter is often sweeter.
- Wrap up early to earn goodwill.

2. Have a Clear Purpose/Goal:

- Define and share the meeting's goal upfront.
- Align it with your leadership values.
- Use the meeting to inspire action.

3. Plan in Advance:

- Follow the 7 P's: Proper Planning and Preparation Prevents Piss Poor Performance.
- Know your content, audience, duration, and potential guest speakers.

- Keep content fresh by gathering ideas throughout the week.

4. Facilitate, Don't Lecture:

- Invite guest speakers for diverse perspectives.
- Use team expertise to build credibility.

5. Clear Next Steps:

- End with actionable steps that are specific and immediate.
- Apply the LODI Principle: the sooner, the better.

By focusing on these traits, you'll deliver high-value, impactful meetings that produce results. Stick to being punctual, purposeful, prepared, a facilitator, and clear about next steps. Ready to transform your meetings into success stories?

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