



6 KEYS TO HOSTING A GREAT MEETING

1. **Focus on Outcomes First, Content Second.** The purpose for your meeting is to generate new behaviors and outcomes *after* the event. Determine your outcome objectives first and your planning will flow naturally.
2. **Seating Matters.** Popular seating arrangements include classroom, horseshoe, chevron, half crescent, and auditorium. If you're hosting a very small meeting, you'll probably sit at a board room table. When you plan larger events, the best seating arrangements will vary by the size of your group. Plan a room setup that maximizes interaction.
3. **Be Heard.** Amateur speakers are uncomfortable with microphones because they fear the sound becomes impersonal. Include a plan for adequate sound and reduction of ambient noise – e.g. sounds from adjacent rooms, phone call interruptions, etc. – to ensure engagement of your audience.
4. **Avoid Death by PowerPoint** – If your speakers need the crutch of PowerPoint slides to remind them of content, then you should recommend your speakers use notes instead. PowerPoint slides and visuals should be graphic representations that complement verbal content rather than mirror the speakers' words.
5. **Build momentum** – A good meeting catches everyone's attention and then builds momentum as the event progresses. This means proactively planning an agenda that creates a steady rise in energy and ideas. Divide your meeting into three energy levels.
 - Open with an attention grabber. This is why you hire a qualified keynote speaker!
 - Communicate with the analytical, left side of the brain first. This includes data, sales information, and product introductions.
 - Entice the right side of the brain as the meeting progresses with sales ideas, group exercises, award ceremonies, and presentations that stimulate creativity.
6. **Validate Success** – At the conclusion of your meeting, get feedback. Ensure your message was well received and validate that expected behaviors occurred after the session. Quantify the feedback of participants to discover ways to improve your future meetings.

For more information, contact me at your convenience:

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