



RUN MEETINGS THAT SPARK RESULTS, NOT SNORES

# Make Every Meeting Count

Meetings can be a total time-suck if they're dull or pointless, but when done right, they're a game-changer for sparking ideas, solving problems, and setting direction. Here's how to make your meetings lean, mean, and seriously productive.

## First, Ask Yourself: "Does This Even Need to Happen?"

Before you flood everyone's inbox, decide:

- What's the goal or deliverable?
- Does this need face-to-face vibes?
- Is this just an info dump that belongs in an email?
- Who actually needs to be there?  
(Hint: Probably not half the people you're inviting)

☑ If you still need the meeting, make it worthwhile.

## The Secret Sauce: PAT (Purpose, Agenda, Time)

**Purpose:** One clear sentence. If you can't sum it up, rethink the meeting.

**Agenda:** Not a vague bullet point list, but a roadmap where you assign owners and timings. Like this:

10:00-10:05	: Kick-off and goals	You
10:05-10:15	: Analytics review	Jamie
10:15-10:30	: Brainstorm topics	All

**Time:** Cap it at 45 minutes to avoid eyes glazing over.

(Add breaks or split it into multiple sessions if you need more time.)

# RUN MEETINGS THAT SPARK RESULTS, NOT SNORES

## Craft a Killer Agenda

Map out what's being discussed, who's leading each part, and how long it'll take. Here's a quick example:

2:05-2:10	: Meeting goals	You
2:10-2:20	: Current process review	Sarah
2:20-2:40	: New process pitch	Sarah
2:40-2:50	: Q&A	All
2:50-2:55	: Wrap-up	You

Send the agenda two to three days ahead with the invite, ask for feedback, and share a final version 24 hours before. Done.

## Be a Time Ninja During the Meeting

Start by projecting the agenda (literally put it on the screen).

 Take notes using the agenda as your guide, like:

Current process review : Sarah to archive old docs by 25 June.

Q&A : Answer Mike's question about budget by 20 June.

If something runs long, check with the group: Extend it? Cut another item? Schedule a follow-up? Stick to what they decide.

At the end, confirm that everything was covered. Gaps mean action items or another meeting.

## Make It Worthwhile

The magic happens after the meeting, so within an hour, blast out:

- Decisions made
- Action items (with names and deadlines)
- Follow-up meeting dates.

☆ Pro tip: Ask for feedback. A quick *"Was this useful? What can I do better?"* helps you level up next time.

You've got this! Run meetings that fire up your team and get stuff done.