

Meetings, Meetings and More Bloody Meetings

Are meetings really a waste of time? Most people think they can be. Many people tend to have a negative association to meetings because they more than likely have experienced, many times, sitting there not being engaged with the meeting, and it seems as if it is a waste of time to them.



Meetings are a very powerful and valuable tool to the business leader to build their business through the contribution and creativity of the team. But, you must know how to run a meeting, what type of meetings to run, and how often these meetings need to be run. So in this issue, I am dedicating the articles to help you understand the different types of meetings. How and when to run them, with who and what tools and resources you will need to get the best out of your meetings.



One of the biggest reasons to ensure that you are always having the right type of meetings with the right people is simply to keep people engaged with the business and giving them the opportunity to be kept in the loop with what's going on, as well as having the opportunity to contribute to how things are done and how we can improve our procedures and systems.

Over the years I have conducted many exit interviews with people who have resigned from the organisation to find out the reasons why. The two most common reasons given for moving on; is not having been listened to and not feeling appreciated. Very rarely has it ever been about money. And in a number of cases, what concerned me most was personally knowing the owner of the business, and knowing how genuine the business owner was about caring for



their team members; but because the owner was so busy working in the business they never really had a mechanism to ensure their appreciation actually got through to their team members.

Often this issue stems from the business owner's belief that the customer comes first. I would like to suggest to you that the priorities should be as follows. The most important person to look after in the business is the business owner. The business owner must look after themselves physically, mentally and emotionally



so they can be in the best shape possible to make good decisions and be an effective leader. Priority number two should be the team. If the leader is looking after themselves, setting a great example for the team members and knows that the team members are the most valuable asset in the business, the business owner will treat the team members like VIPs. In turn, the best way to look after the customer is look after the team. If the team are being supported, listened to, appreciated and have the opportunity to contribute to the business, all of their needs are being met, They feel fulfilled and satisfied, and they will then look after your customer also like a VIP, particularly when you're not there.



If you're not quite with me yet with this, think about this. Does it cost the business more to find and keep a good team member or a good customer? You must agree for the most part, it costs far more to find, train and maintain a team member, than it costs to get a customer. So, in the following articles I'm going to unpack for you the different types of meetings, how best to run them, how often to run them, and provide you with the tools, templates and resources you need to run each of these meetings effectively.



Three types of meetings will be covering as follows: the Toolbox meeting, the One-on-one meeting and the Team meeting. All of these meetings can be extraordinarily powerful tools to contribute to the effectiveness of your business. But they must be given the priority they deserve, and they must be run with the appropriate purpose in mind. In fact, I would go so far as to suggest that the running of these meetings would fall into the category of what I call non-negotiable activity. In other words, they must simply happen, when they should, so you would need to have an incredibly important reason to cancel or reschedule one of these meetings.



At any of these types of meetings to be effective, the leader or business owner needs to know exactly the purpose of the business for the team. In other words, what do you want this business to provide your team with. It could be job satisfaction, financial rewards, challenge and a sense of security and certainty. But whatever it is you must be clear on. The reason of this is so you can do what we call "vision casting" at every available opportunity. Vision casting, is simply casting your vision of what you want for the team to the team members, at every available opportunity. Knowing clearly and specifically what your vision is that the team will affect your decision making and behaviour, and will cause you to always send a consistent message to the team members through your decision making and behaviour. You may not have thought about this before and you may

even think this sounds like a lot of work, and yes it does take some effort, but the effort will be worth it, and worth it big time!



If the business owner is genuine about this, meeting and communicating with the team members needs to be put above the needs of the customer. Understand the message is sent to the team members, if you cancel or put off a meeting to attend to the needs of the customer. Your actions are clearly communicating you believe the customer is more important than the team. Alternatively, by ensuring that you carry through with the meetings, you have scheduled with the team, particularly in the busy times and when they know you're under the pump, the message is clearly communicated through your actions that you genuinely believe the needs of the team are more important than the needs of the customer. Having had their needs met, the team members will then attend to the needs of the customer, in an effective, efficient and professional manner. And isn't that what you really want for your business?

