

MEETINGS WITH A MEANING



As James T Kirk once said, “A meeting is an event where minutes are taken and hours wasted.”

FOR some businesses, the term ‘meeting’ is non-existent. In some cases, they can be a total waste of time, however if planned well, they can be of mutual benefit to all that attend and pay attention.

Meetings are an essential part to any growing business, no matter the size, provided they are structured and organised. Meetings open the communication barrier between management and team members in every department. They allow for transparent discussions and provision of opinions and accountability, thus curbing the gossip and innuendo which can eventuate when no one is told anything and are left to create their own assumptions.

Meetings need to be treated as a serious event by all that attend, not as time away from the desk. There is also the danger of meeting for the sake of meeting and this will seriously eat into your team’s productivity.

HOW TO HAVE A PRODUCTIVE MEETING:

Find purpose. Advise staff of the reason for the meeting. It may be to make a company announcement, discuss new ideas, focus on marketing campaigns or analyse the results of campaigns. Perhaps it’s to discuss a new system, introduce new products, policies and procedures or decide what stock to move and what to do deals on.

Who is going to attend? Are you holding a meeting specific to an entire team or perhaps just one department? Ensure those who have the yes/no power are at the meeting – there’s no point wasting everyone’s time if nothing can be decided.

Set a regular date and time. Ensure everyone attends – you may want to negotiate a time that is best for everyone.

Select a venue. Planning and goal setting meetings should always be held away from the office so as to remove the influence of familiar territory and interruptions.

Keep meetings short. Remain standing so people don’t get too comfortable and drag the meeting out.

