

Maximising Your Meetings

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Patricia is an expert on selling influencing, presenting and communication particularly in sales and commercial environments. She has run her own consulting and training business for 8 years. During that time she has developed and honed programmes in the areas of sales, communication, strategic influencing, and presentation skills. She has worked with clients ranging from Global corporations to new start ups.

Her expertise is founded on a successful career in sales management with some of the top global companies such as Coca-Cola and Procter and Gamble in the UK.

Her style is highly interactive, and challenging and places a great emphasis on practical applications of programme concepts.

Programme Outline

How much time do you and your organisation spend in meetings? 20, 40 or 60%? Typically it accounts for a large % of management time. How much of that time is well spent? Ensuring that meeting are productive can make an enormous difference the effectiveness of the whole organisation. Queen Victoria thought the key to effective meeting was to conducting the meeting with everyone standing up to ensure they didn't last too long! This programme seeks to offer a few more practical tools and techniques to ensure your meetings are productive.

Programme Topics

- **Set Up**
 - **Objectives** -clarifying, is this meeting worth having? What does success look like? Could it be achieved another way? SMART Objectives.
 - **Format** - What's the right media face to face? Teleconference?
 - **Attendees**-What do you know about the stakeholders? What are their objectives? How do you determine the fit?
- **Content and Preparation**
 - Determining the agenda, getting buy-in. Reality checking the agenda; less is more.
 - Mangers preparation, participant preparation. Defining questions and key messages/ themes. Gathering data/ background material.
- **Meeting Protocols**
 - communication standards, technology usage, breaks, duration
 - **Roles** -Defining and assigning roles. Facilitator, time keeper, chairman, process keeper, challenger, note taker.
- **Top Tips for Digital Meetings**
 - Webinars /Teleconferences / Video conferences
- **Follow Up**
 - Who/ what/ when..To minute or not to minute? Actions tracking.
- **Handling Meeting Challenges**
 - Disruptive participants, overrunning time, disputes and disagreements, short attention spans.