

# MAXIMIZING MEETINGS

## Think About This...

Lately, the means we use to get more done, in less time, using fewer resources, fly in the face of the very results we're trying to achieve. Here are a few common examples:

- Sharing access to calendars gives people an efficient way to check for availability and schedule meetings. *Yet*, people still manage to get booked for three meetings at the same time.
- Various technologies deliver voice and email messages remotely so people are no longer tethered to their desks. *Yet*, people now feel obligated to respond immediately to a constant barrage of incoming information; often in the middle of meetings.
- Teleconferencing allows people from around the world to collaborate. *Yet*, people often use the mute function to politely multitask during the course of the discussion.

With all of these unproductive meetings that start and end late, *it's a wonder people get any work done.*

"...meetings play a powerful role in corporate life. They are both a reflection of an organization's culture and a means to reinforcing that culture."

—Jesse Scanlon  
Businessweek.com/Innovate 4/28/2008

### Past Success Is Indicative of Future Performance

Renown graduate school staff used the program as a lead up to and integral part of their annual meeting. When surveyed two-months after the training meeting, 88% of respondents reported an improvement in meeting efficiency.

### Comments from past participants:

- *Good sense of our culture in curriculum design*
- *Great way to get everyone on boarded with best practices*

## McGurer & Associates, Inc. Helps Leaders Face This Challenge

- We tailor our **Maximizing Meetings** program to uncover and remove the specific dysfunctional behaviors and processes that are stifling an organization's ability to effectively leverage meetings.
- Organizations improve productivity and get better results in less time when every meeting is made up of well prepared participants focusing on the right topics, making well informed decisions, and consistently following up on action items.
- **Maximizing Meetings** includes strategic planning with leaders, group training using customized case materials, follow up coaching, and the implementation of a process for recognizing both early champions as well as on-going success stories.



*McGurer & Associates, Inc.*

*"Where experience makes the difference"*

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