

The Transformational Meeting Script™

Make your point:

Ask yourself, what is the point of this meeting?

Every meeting needs to serve a purpose and the best way to approach this is as a transformation from one state to another.

Get this clear in your head before planning your meeting so that you clearly convey your message, gain a clear understanding from everyone on your team, achieve effective buy in of your point, and then get accountability of the actions required by your team.

The transformation I want to achieve in this meeting is:

To move from (state issue, problem or thing that you're not thrilled about)

Why is this an issue for you? i.e What is the negative impact that it's having?

And to move to... (state goal, what you'd be thrilled about).....

What difference would this make for you and why is this so important? For you and your team?

Context: Why is this important?

Before any effective transformation can take place, your team need to understand "why" things must change.

Write a list of the negative things that happen as a result of the current situation/process etc:

Negative 1:

Negative 2:

Negative 3:

Overall Impact:

Write a list of the positive things that will happen as a result of the transformation:

Positive 1:

Positive 2:

Positive 3:

Overall Benefit and Transformation:

Pre-objections: Beat them to it!

People are resistant to change and quick to defend their actions. This is normal.

List off any and all potential objections to the change that you want below, with your counter objection written beneath.

You will use this in your meeting formula when leading the meeting:

Objection 1:

Counter Objection:

Objection 2:

Counter Objection:

Objection 3:

Counter Objection:

Objection 4:

Counter Objection:

Actions (The What)

Nothing changes until something moves.

You are in the best position to choose what actions each person needs to take to ensure you move forward and win together.

Before the meeting even starts, choose one action for each person to take following the meeting to work towards the transformation.

Name	Action
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Accountability

Follow through is king. The world's best intentions don't mean shit without action.

Ensure accountability by using this process:

1. Create a manilla folder with the word "team meetings accountability" written on the side of it
2. Use one for each month
3. File these in a cabinet which is used for staff reviews
4. Simple – have a glass of red to celebrate your cleverness 😊