



Making Meetings Matter

Ineffective meetings can swallow up time, energy, and most important of all, money. The trouble is that meetings are a key component of day-to-day business. Whether a manager is coordinating a large product launch with cross-functional teams or a CEO is announcing a shift in policy at a monthly staff meeting, meetings need to be prepared effectively, proceed productively, and end with a clear plan of action. With FranklinCovey's *Meeting Advantage* you can refine these organizational skills and reduce the time spent in and around meetings. In addition, you can ensure that meetings are followed through with commitment and accountability that improves interpersonal skills and increases productivity.

Effective Meetings Keep Your Business Moving Forward

In many organizations, employees spend up to 40 percent of their time preparing for and participating in meetings. It then becomes mission-critical that this time be productive and profitable. With poor planning and unclear agendas, meetings lose focus and strain resources. This sets a stage where people show up late for meetings or leave early, no one takes the lead, decisions are not made, and worst of all, people don't take action after the meeting.

Apply a Proven Process for Improving the Effectiveness and Results of Any Meeting

In today's high-amperage business world, you have to make meetings work to your advantage. FranklinCovey's *Meeting Advantage* workshop teaches you how to plan effectively by frontloading before a meeting, focusing productively during a meeting, and following through successfully after the meeting. When your meetings are relevant and tightly focused, you can navigate all the challenges your business faces. Whether it's managing a large project across teams, improving communication, or addressing difficult situations, *Meeting Advantage* gives your employees the skills to increase accountability and productivity.

Give Yourself the Meeting Advantage

Sustain performance with productive meetings. The *Meeting Advantage* workshop from FranklinCovey allows you to make your meetings more effective and productive. This dynamic, skills-based workshop will help stimulate team interaction and improve results.

Meeting Advantage is taught as a one-day, facilitator-led workshop in a corporate or on-site setting. Certification is available for facilitators wanting to teach *Meeting Advantage* in their organization. *Meeting Advantage* is part of the FranklinCovey Advantage Series workshops based on proven principles of effective communication. The Advantage Series workshops help sharpen the written, verbal, and interpersonal skills of each member of your organization, building a solid foundation of organizational excellence.

See reverse side for the *Meeting Advantage* workshop outline.



The Meeting Advantage Workshop

The proof is in the process.

The core competencies and tools of *Meeting Advantage* will empower participants to develop standards for high-focus meetings and use a three-step process to implement those standards.

WORKSHOP TIMELINE	CORE COMPETENCIES	PERFORMANCE STATEMENTS PARTICIPANTS WILL BE ABLE TO:
AM	FRONTLOAD Initiate. Plan. Define the purpose.	<ul style="list-style-type: none"> Use your Meeting Focus tool to define mission-critical data. Practice the steps to frontload high-focus meetings, including: <ol style="list-style-type: none"> 1. Define the overall goal. 2. Set specific objectives. 3. Set an agenda to achieve your objectives. 4. Identify team members and their responsibilities.
	FOCUS Motivate. Lead. Stay on topic.	<ul style="list-style-type: none"> Select appropriate meeting methods to accomplish objectives Develop and use meeting groundrules. Keep meeting concise and moving forward. Center dialog on the most important topics. Understand the roles of participants. Manage difficult situations. Make decisions.
AM	FOLLOW THROUGH Activate. Drive. Produce results.	<ul style="list-style-type: none"> Use the Meeting Advantage Planner to time-activate follow-through Outline mutually understood next steps. Make clear assignments. Set expectations for measurement and follow-up. Review the meeting for improvements.

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