

THE BIG IDEA



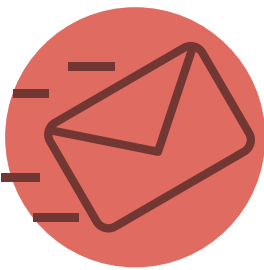
To make room for stories and aha moments, you must set the stage.

1 / BEFORE THE MEETING

KNOW YOUR AUDIENCE

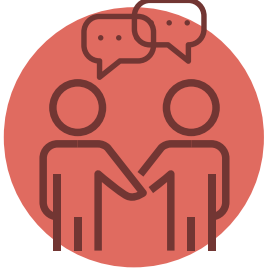
Meet Before the Meeting

Whether the audience size is 5 or 50, try to conduct quick, virtual or in-person check-ins with key meeting attendees for a temperature check and to diffuse any potential challenges/hot buttons.



SEND AN EMAIL

Let the group know the meeting is coming up and that you'll be in touch for a 15-minute conversation. The goal? To communicate that their input is valued and needed.



HAVE A CONVERSATION

Ask questions to understand needs, expectations, and barriers; gauge desired outcome. (e.g. What do you know about this meeting? What will help the meeting be successful?)

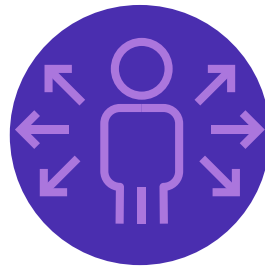


PROBLEM SOLVE

Review what you heard. Identify any problems. Prepare to directly acknowledge naysayer viewpoints in the meeting. When you acknowledge people's views, they can let go of an issue.



2 / OWN THE ROOM



BE YOUR CONFIDENT SELF

Play to your strengths and engage without looking overly rehearsed.

Dress professionally and to feel your best. Hold yourself with confidence, project your voice, and make eye contact.



PRACTICE

Know your agenda and your plan but don't read from a script. Practice multiple times, and if possible, with colleagues and/or by recording yourself.



WEAR BOTH HATS

You are both the facilitator and the presenter. Know your audience and your material.



3 / START WITH A BANG



BRING THE ENERGY

Engage with a greeting and immediately seek response and energy from the audience. Don't worry about having to say good morning two or three times until you get everybody on board.



BREAK THE ICE

The purpose of an ice-breaker is to get people talking. You're looking for a topic of conversation that everybody can relate to (e.g. ask everyone to turn to the person next to them and share their best childhood memory).



ESTABLISH GROUND RULES

When you put people together in small work groups, understand that they don't do this every day.

Here are 3 RULES to level set:

1. Everyone contributes and is valued.
2. Stay open.
3. Build off one another (if ideating or solving problems).



EXTRAS

BRING A HELPER to assist with time keeping and note capture.

TAKE BREAKS. 10-minute breaks or more every 2 hours.

IF THE ENERGY WANES, pivot with another quick icebreaker or ask everyone to stand up and move one seat over to get the blood flowing and bring a new perspective.

TAKE PHOTOS of any flip chart notes or work completed. You'll want to capture everything to deliver a summary or follow-up.

What questions do you have about how to prepare for your next meeting? Want to brainstorm about some interesting icebreakers? We'd love to hear from you. Send us an email at storymasters@ignite-360.com and let's get your story going!