



3 Ways to Better Meetings

How often have you been in a meeting where people talked at cross purposes or everything felt like a waste of time?

Maybe you've even been in meetings where it was unclear what it was meant to be about...

The good news is that there are three easy ways you can use your creative powers to avoid this from happening again.

Adopt the thinking mode that fits the meeting's purpose

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Tip

Firstly, make sure the purpose of the meeting is clear to everyone.
What are the objectives?
What outcomes do you need to achieve?

Then signal what creative thinking mode you want people to adopt.

If you're there to reach conclusions, then you need to be in Selector mode. If you have to find ways to execute a plan, then people should step into the shoes of the Sculptor. If you need to explore new possibilities, then act as Stimulators.

When everyone is clear on the outcome and how they need to think to get there, you avoid talking at cross purposes and waste less time.

Use the thinking modes as a language to collaborate & align ...

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Tip**

Once you know what thinking mode to adopt to achieve the objectives of the meeting, the next step is to actively use the language to facilitate discussion and manage the session.

You can for example say things like:

- *Do we need to do more sculpting?*
- *What are the big principles we can spot?*
- *How does everyone feel about the selection criteria we are using?*

By adopting the appropriate language, you provide the meeting attendees with a clear and shared sense of what they should focus on.

The result is faster alignment and more seamless collaboration.

⋮ *Assign tasks based
on functional skills &
creative strengths* ...

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Tip**

As you reach the end of the meeting and it's time to allocate the actions, try to assign them to people based not only on their functional expertise, but divide the tasks up relating to the creative skills needed as well.

For example:

- *The task of shaping up initial thoughts from the meeting, should be given to the Sculptors.*
- *Synthesising data and picking out the most salient nuggets is best done by Spotters.*
- *Fast-forwarding into the future to determine the likely implications, is a great task for Selectors.*

Allocating the tasks based on both functional skills and creative strengths, will help you get to a better outcome in a shorter space of time.