

# PLANNING FOR GROWTH AND SUCCESS!

- **Panelists:**

[Jennifer Church](#) - United Rentals

[Gia Espinoza](#) - ASA New Mexico Executive Director

- **Facilitator:** Richard Bright, ASA National

# Opening Comments – Jennifer Church

## MEETINGS 101



**Trapped in a Meeting:  
Bored to Death**

# DID YOU KNOW

- THERE ARE OVER AN ESTIMATED **55 MILLION MEETINGS A DAY** IN THE UNITED STATES
- **47%** OF EMPLOYEES COMPLAINED THAT MEETINGS WASTED THEIR TIME THE MOST AT WORK AND **45%** FELT OVERWHELMED BY THE NUMBER OF MEETINGS THEY ATTENDED.
- WHILE THE NUMBER OF MEETINGS HAS INCREASED, PRODUCTIVITY FROM MEETINGS SEEMS TO HAVE DECREASED. IN THE US ALONE, UNNECESSARY MEETINGS **COST US BUSINESSES \$37 BILLION PER YEAR.**

# 40-20- 20 RULE

40% of your attention should be on meeting preparation

20% on the meeting itself

40% executing the takeaways from the meeting.

- 80% of the energy required to make meetings successful is needed before and after the meeting itself — a culture of back-to-back meetings just won't work.

# LET'S BE SUCESSFUL

A successful meeting

has 5 key ingredients:

1. it starts with a clear meeting objective, pre-work and agenda
2. meeting participants interact with each other – they are the right people to be in the meeting
3. the meeting leader keeps things moving - stay on point and keep things moving
4. the meeting ends on time - set specific time for each action item
5. with everybody on the same page and a clear action plan, duties have been delegated as well as a timeline for follow up established.



Steven G. Rogelberg wrote a book about it. The Surprising Science of Meetings: How You Can Lead Your Team to Peak Performance <https://www.amazon.com/Surprising-Science-Meetings-Lead-Performance/dp/0190689218>

Harvard Business review gives us a Meeting Cost estimator. See how much your meetings are costing you <https://hbr.org/2016/01/estimate-the-cost-of-a-meeting-with-this-calculator>

# Opening Comments – Gia Espinoza

The core nuts and bolts of Chapter planning!

