

# Productive Meetings

Meeting Types	Questions	Key Points
<b>Brainstorm or Offsite</b> Elevation: 30k - 25k <sup>FT</sup>	Are we solving the right problems? Are we living up to our potential? Are we missing something? Could we serve our clients better?	This is a W/I meeting. Step back and look at the market/environment.  This meeting should stay in the Ideation stage and not get dragged into tactics.  Tap into wonder questions and observations and encourage a free flow of ideas around them.
<b>Solutions Oriented or Ad Hoc Strategic</b> Elevation: 30k - 20k <sup>FT</sup>	What is our strategic focus? How can we tweak our strategy? How can we refine our solution?	This is an I/D meeting. We've identified a problem and need to spend time tackling a strategic focus.  We need to invent a solution to address the issue and take time refining/tweaking it.  Tap into invention and discernment to help move toward solutions.
<b>Rally and Tactical or Weekly Staff</b> Elevation: 15k - 10k <sup>FT</sup>	Are we moving the ball forward? How are we doing against goals? What do we need to get done so next week is better?	This is a G/E/T meeting. We've identified our strategic focus, and we are inspiring and pushing people to execute.  The key to effective weekly meetings is galvanizing what's most important, why it matters, and who is doing what.
<b>Task Oriented or Daily Standup</b> Elevation: 5k <sup>FT</sup> to ground	What's everyone working on? What should get done today?	This is a T meeting. The purpose is to over communicate and prioritize what's most important.  This should be led with discernment because it's about prioritizing and allocating resources.