



Design Meetings to Support Outcomes

Meeting outcomes dictate different types of meeting designs.
Use a meeting type that best fits your intentions.

MEETING TYPE	TIME REQUIRED	PURPOSE & FORMAT	KEYS TO SUCCESS
Daily Check-In	5 Minutes	Share daily schedules and activities.	<ul style="list-style-type: none">• Don't sit down• Keep it administrative• Don't cancel, even when some people can't be there.
Weekly Tactical	45-90 Minutes	Review weekly activities and metrics, and resolve tactical obstacles and issues.	<ul style="list-style-type: none">• Don't set agenda until after initial reporting.• Postpone strategic discussions.
Monthly Strategic (or Ad Hoc Strategic)	2-4 Hours	Discuss, analyze, brainstorm, and decide upon critical issues affecting long-term success.	<ul style="list-style-type: none">• Limit to 1 or 2 topics.• Prepare and do research.• Engage in good conflict.
Quarterly Off-site Review	1-2 Days	Review Strategy, industry trends, competitive landscape, key personnel, and team development.	<ul style="list-style-type: none">• Get out of the office.• Focus on work and limit social activities.• Don't over-structure or overburden the schedule.

