



THREE WAYS MEETINGS MAKE YOUR BUSINESS BETTER

1) Effective meetings make money

Effective meetings make a business smart by producing creative strategies, solid plans, and workable solutions. And smart businesses always outperform others. Bad meetings produce nothing, except maybe a decision to call another meeting.

A smart business attracts customers because they know that smart companies provide reliable products and services. Thus, your proposal meetings, sales presentations, and operational effectiveness tell customers what to expect. For example, consider the opposite: how reliable a product would you expect from a company that ran bad meetings?

A profit-driven business must obtain a positive return on every activity that it undertakes. And that includes meetings. Wise leaders design their meetings so that they earn money for the business.

2) Effective meetings save money

Good meetings produce results that people support. And that represents a major operational efficiency because such results cost less to implement. Results (if any) from a bad meeting seldom have everyone's support. Implementation is then hindered by broken commitments, competing activities, and sabotage. In turn, the business wastes huge amounts of money on duplicate efforts and dead-end projects.

Smart companies get full value for money spent. And that includes salaries. In an effective meeting, people are paid to work, not lounge around eating donuts, sipping coffee, and exchanging chitchat.

Employees admire effective leaders. And they want to work for smart companies. Thus, effective meetings reduce employee turnover, which represents significant savings. In contrast, bad meetings bore top performers into quitting.

3) Effective meetings make people powerful

When people work as a team to produce a result, they feel pride and ownership in that result. Thus, they feel inspired by their work. And that translates into greater productivity.

People are attracted to leaders who help them. And good leaders run meetings characterized by achievement. This creates loyalty to the leaders and to the business. In contrast, bad meetings are filled with failure, which causes frustration, resentment, and anger.

Effective meetings work as a success engine in business. The employees use them as a reliable tool to perform their work. As a result, each success motivates them to work harder.