

THE PARTY'S OVER > PINKIES UP! BUSINESS ETIQUETTE > A GENTLE UNDERTAKING

Spring 2007

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MINNESOTA'S HOSPITALITY JOURNAL

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today could transform our
industry tomorrow

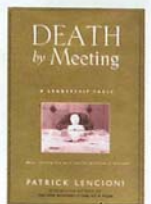
(ASKYOURCOLLEAGUES)



THE MOST RECENT BOOK I READ was *Death by Meetings: A Leadership Fable About Solving the Most Painful Problem in Business* by Patrick Lencioni. This book hit home with me—imagine that! Written as a fable, it's moral is that productivity is the key to successful meetings. In *Death by Meetings*, Lencioni frames a plan that is comprised of four key types of meetings. When

followed, it provides the largest value for the time invested: The Daily Check-in that keeps everyone on the same page; The Weekly Tactical with two critical goals, the resolution of issues and reinforcement of clarity; The Monthly Strategic Meeting with its focus on critical organizational issues; and lastly,

The Quarterly Off-Site Review, providing executives an opportunity to step away so they can focus on long-range planning and the goals of their business. I was not only entertained by the read, but have found a way to implement the book's message to benefit our agency. With time, I think we will see more useful, relevant and exciting meetings. The book reminded me that we need to remember that productivity is the name of the game. Meeting for the sake of meeting is just a waste of time.



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