Stop Paying Your People to Daydream in Meetings!

Do you look forward to meetings?

According to research, most people said "No!"

Nothing saps the motivation of peak performers than feeling that their time is being pointlessly misused. As well as time and money, badly run meetings dissipate other precious resources such as energy and focus.

An attendee coming out of a long drawn out meeting confused because they *'zoned-out'* half way through, isn't the fault of the attendee because focus is a finite resource. But now that the team member is confused, they'll often waste time trying to muddle through to cover up the fact.

If you're a business leader who is looking to grow your business, you need a proven system that allows everybody, even the quieter members of your team, to be able to contribute their full potential.

Without a system in place meetings are longer, less efficient and generate fewer results. This means more meetings are needed to accomplish objectives which creates frustration and negatively impacts the bottom line.

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Other random statistics:

- **91% people daydream in meetings, some even sleep! (think parliament)**
- **Parkinson's *Bike Shed Effect* means triviality rules. Employees are scared to discuss complex issues which might lead to blame**
- **Less than 5% of companies surveyed by Harvard Business Review have a process for getting the best out of top management meetings**
- **According to *Industry Week* 30% of time spent in meetings is wasted. *3M Meeting Network* came to the same figure in their separate research.**
- **Microsoft & the *New York Times* collaborated on a study to find that employees only really worked 3 days a week with meetings heading up the list of time wasters**
- **Neuroscience research has led to the insight that unproductive meetings deplete finite cognitive resources, leaving little energy for other work**

The list goes on. Basically people have not been able to crack the code for holding optimum meetings… Until now!

The secret is revealed in the research on the peak performance state known as *'flow'*. Psychologist Mihaly Csikszentmihalyi puts it this way:

"Control of consciousness determines the quality of life"

Or in this case your meetings!

My passion is helping leaders and teams unleash their full potential so I set about designing an effective meeting process. I've since shared this simple but profound system with business leaders, teams and organisations to great effect. The **POWER** meeting system is based on my research of *flow* states, my experiences in the Special Forces and the time I spent developing peak performance, highly autonomous, ACE teams. Their mission was to combat terrorism and narcotics smuggling in the commercial sector around the world.

Using the POWER system you can develop your own ACE teams.

- **Agile** – Can respond to the situation on the ground effectively
- **Creative** – have a process for unlocking the collective creativity of the team to solve their own challenges without the usual personality bias interfering
- **Enterprising** – are confident and motivated to act on their own initiative

The **POWER** meeting system allows team members to understand each other explicitly. Then follows a process that covers each area of influence within human systems. The outcome is a speedy conclusion to the meeting, with direction and accountability measures. This is achieved without personal biases getting in the way and as the name implies it gives the team **POWER**

This will lead to:

- **More time for work on tasks leading to greater productivity**
- **Money saved and increased profits**
- **Increased engagement and greater alignment of the team**
- **Better decision making**
- **Increased confidence which can lead to self-managing ACE teams**
- **Less requirement for leaders to micro-manage**
- **Reduction in frustration, boredom and staff turnover**
- **Builds equity in your business**
- **Uncovers new revenue streams e.g. one client increased turnover by £100,000 in one fifteen minute *POWER* meeting**

The **POWER Meetings** system leads to an exponential increase in performance and productivity. This is an excellent tool and philosophy for business leaders who are experiencing or would like to unleash fast growth. Learning the system takes a day and is the ultimate team development day which unlocks the passion, potential and profits in your business. Contact me, Martin Murphy, for more details +44 (0) 7733 121 967

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