

MIND MEETINGS™

Meetings that improve your Most
Important Number™

A stack of white business cards is shown from a top-down perspective, slightly angled. The top card features a complex, white maze pattern cut into its surface. The maze consists of various paths, dead ends, and loops, creating a three-dimensional effect as the light catches the edges of the cutouts. The stack of cards is positioned on the right side of the frame, with the top card's maze pattern extending towards the center.

UNDERSTANDING MIND MEETINGS

Alignment, decisions and accountability

MIND Meetings™ accelerate your results through a simple, sustainable structure that relentlessly focuses your team on improving the Most Important Number (MIN).

The purpose

MIND Meetings optimize your team's time together by providing the structure and support for the basic tenants of the MIND Methodology™ including:

- Alignment on what is most important
- Deciding where to focus limited time and resources to create the most value
- Personal and team accountability to the end result

The value

All team members are equally responsible for defining and executing on the work that has the greatest impact on the Most Important Number. No more working in silos or on projects that do not support the MIN. People arrive at MIND Meetings informed and prepared to contribute to the team's success.

The platform

The ETW platform provides a centralized location for sharing critical information, measuring and analyzing key metrics, communicating decisions, and assigning and tracking progress on actions that improve the Most Important Number.

WHAT TO EXPECT FROM MIND MEETINGS

- **No wasted time**
Everyone is informed and prepared to contribute to improving the Most Important Number
- **Productive, results driven meetings**
Aligning on the right work creates more value in less time
- **Alignment and decisions to improve what is most important**
With the Most Important Number as the north star, and the Drivers the path to get there, everyone is moving in the same direction
- **A strong culture of ownership and accountability**
Everyone is accountable to the team's success both in and out of the meeting

THE STRUCTURE OF THE MIND MEETING

Check-in and Improve what's most important

The standard MIND Meeting™ has two agenda topics, the Check-in and Improve what's most important. This structure ensures information, communication and actions stay focused on improving the MIN.

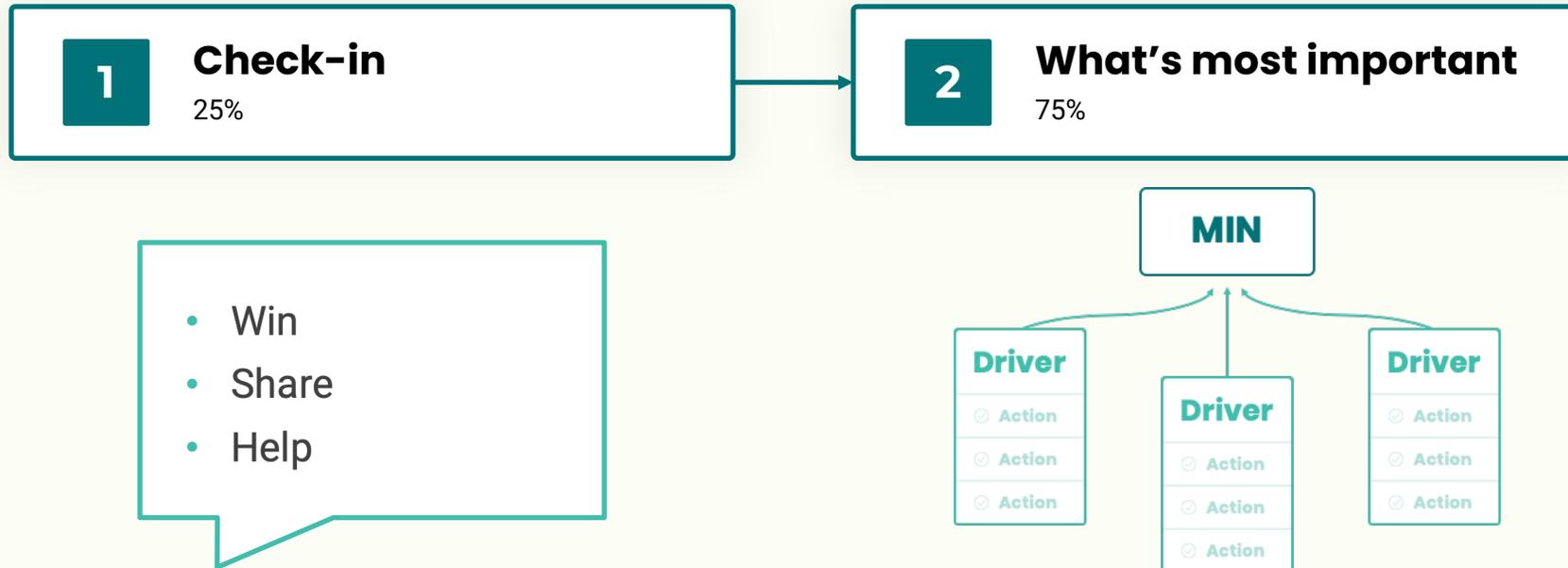
Check-in

Celebrate your biggest win and share critical information. Reading other's entries prior to the meeting keeps the check-in efficient. Questions are answered, and then it is on to the MIN and Drivers.

What is most important

Use the MIN and the KPI scoreboard to help you make data driven decisions about what actions to take to improve the MIN.

- **Own your Drivers:** The owner of each In Focus Driver reports on the current status of the Driver and the plan to improve it
- **Accountability to the actions:** Before every meeting review and update action items. This is where you hold yourself and each other accountable to completing the work that is actually improving the MIN



IMPROVE THE MIN IN AND OUT OF MEETINGS

The structure to continuous improvement

During MIND Meetings™ you make decisions and hold each other accountable to improving the MIN. *In between meetings you execute on your action items.*

Continuous improvement

It is all about improving the Most Important Number before, during and after meetings.

Before

- Contribute meaningful information and update action items
- Intentionally engage with other participant's entries

During

- Actively contribute and participate. Share information you have and get the help you need
- Align on doing the right work in the right order to improve the MIN
- Be accountable to your action items, KPIs, and the Drivers you own

After

- Execute on your action items
- Collaborate with others to improve the MIN

Meet to create value

92% of people spend time “multi-tasking” in meetings because the meetings are not relevant to them. MIND Meetings obsessively focus on improving the Most Important Number. This requires everyone to productively engage, make decisions, and be accountable to the end result during and between meetings.

FOUR KEY MIND MEETING ELEMENTS

- **Purpose and rules of engagement**
Everyone knows why we are meeting and the expectations for productively contributing
- **Results structured agenda**
Create a meeting that aligns the team to a common outcome
- **Make decisions that improve the MIN**
Drivers represent the work we can do; it is up to us to decide what we should do to improve the MIN
- **Hold ourselves and each other accountable**
Do what we commit to while supporting the team

Sources: “America Meets a Lot” by Attentiv; “10 Video Conferencing Statistics” by Highfive; “How Much Time Do We Spend in Meetings?” by Daily Muse Inc.



THE MIND MEETING™ CHECK-IN

Win, share, help

The Check-in is all about focused and intentional communication.

Results require preparation

By checking in and updating actions prior to the meeting, everyone is up to speed and ready to hit the ground running. This keeps MIND Meetings efficient and focused on improving the Most Important Number.

The check-in template

Celebrate your biggest win, share essential information and get the help you need. Questions are answered, and then it is on to the MIN and Drivers.

- **Biggest Win:** generate positive energy by celebrating professional or personal success
- **What this team needs to know to make better decisions:** Break down knowledge silos and share information to get results
- **What I need help with:** Don't assume the team knows what you need, intentionally ask for it

 **Leta Armstrong**
VP of Marketing

Created Sep 9 at 2:02 PM
Updated Sep 9 at 2:17 PM

Biggest win:

- We surpassed 500K social media impressions for the year!

What this team needs to know in order to make better decisions:

- We are rolling the new Facebook ad campaign next Wednesday

What I need help with:

- Please confirm that all sales reps are ready to support the new campaign. The final training webinar is Monday.

Comments (1) ^

[Add Comment](#)

 **Admin User** · Sep 9 at 2:17 PM
President

- Thank you, Leta! Scott, please make sure that all sales reps attend at least one of the training webinars and are ready to go for Wednesday.

PRIORITIZE WHAT'S MOST IMPORTANT

Deciding where to focus limited resources

Drivers represent all the work your team can do; MIND Meetings are where you decide what work to do to have the greatest impact on the Most Important Number.

Improve what's most important

Do not confuse being busy with being productive. Drivers are where you cut through the noise and prioritize where to focus resources and hold each other accountable to completing meaningful work.

Taking ownership

During the meeting, the owner of each in-focus driver leads a *thoughtful* discussion based on the following questions:

- Is leveraging this driver improving the MIN more than drivers not in focus? (if yes, then it remains in focus)
- What is preventing us from improving this driver faster? Is there a bottleneck and what are we doing about it?
- Are we doing the right work to improve this driver, or would other actions have a greater impact? (and how do we know?)

Drivers							
	Legal compliance	In Focus	2 actions	⋮	3	<input type="range" value="3"/>	▼
	Intentional culture	In Focus	2 actions	⋮	5	<input type="range" value="5"/>	▼
	Organizational strategy		1 action	⋮	7	<input type="range" value="7"/>	▼
	Sales process		0 actions	⋮	8	<input type="range" value="8"/>	▼
	Communication strategy		1 action	⋮	7	<input type="range" value="7"/>	▼
	Operations		1 action	⋮	7	<input type="range" value="7"/>	▼

BE ACCOUNTABLE TO THE END RESULT

Following through on commitments

Discussing what is most important is the easy part. Executing the plan to make it happen is more challenging.

Right work, right order, right time

It is natural to look at the In Focus Drivers and ask, what can we do to improve this Driver? A better question is what actions will have the greatest impact on the MIN? Resist the urge to create action items for the first things that come to mind. Be intentional and prioritize impactful actions.

Taking accountability

Prior to every meeting review all action items and update yours as appropriate.

- Add dated notes so the team knows what has been done so far. It can also be helpful to list the steps needed to complete the action and cross them off as they are accomplished
- The percentage feature provides a visual reference for progress on an action item. When an action is finished set the percentage at 99% and complete it during the meeting
- Only change due dates or complete actions during the meeting, so everyone is aligned

Action Items	Assignee	Due Date	
<input checked="" type="checkbox"/> Create draft of 2 year growth plan  65%		11/26/2021 	▼
11/18 - Revenue projections uploaded			
11/4 - Categories of revenue updated for next fiscal year			
10/28 - Initial budget drafted and sent for review			
<input type="checkbox"/> Work with HR to update employee handbook  10%		12/15/2021	▼
11/3 - sent playbook outline for review and scheduled feedback meeting for 11/16			



THE MIND MEETING™

Alignment, decisions and accountability to improve the Most Important Number

1

Alignment

MIND Meetings empower everyone on your team to align on the Most Important Number and identify the work that has the most significant impact on the MIN.

2

Decisions

Use the MIN, KPIs and the Drivers to make decisions that keep everyone moving in the same direction and doing the right work in the right order at the right time.

3

Accountability

Never confuse activity for results. You decide on what work the team should do and hold yourself and each other to completing that work.

Visit the [MIND Methodology Help Center](#) to learn more

