

# How to run meetings that DON'T SUCK.

Follow these 6 rules:

Rule	Example
Needs to have a strong purpose	<ul style="list-style-type: none"><li>• Get specific</li><li>• Scrutinize the hell out of impromptu</li><li>• Make sure it can't be a call or a Loom</li><li>• Only invite key players</li></ul>
Establish ground rules	<ul style="list-style-type: none"><li>• Be on time</li><li>• Stay on topic</li><li>• Don't interrupt</li></ul>
Set concrete time constraints	<ul style="list-style-type: none"><li>• Ad-hoc: 20-30 mins</li><li>• Weekly recurring: 50 mins</li><li>• Brainstorming group: 90-120 mins</li></ul>
Assign clear ownership	<p><b>This person:</b></p> <ul style="list-style-type: none"><li>• Sets the agenda</li><li>• Sticks to the agenda</li><li>• Keeps the meeting on time</li><li>• Records action, collects feedback</li></ul>
Laser-focused objectives	<ul style="list-style-type: none"><li>• Outline agenda with objectives<ul style="list-style-type: none"><li>◦ 3-bullet list of mtg objectives in your phone can keep you focused.</li></ul></li></ul>
Actively manage the meeting	<ul style="list-style-type: none"><li>• Record off-agenda ideas (don't dive in)</li><li>• Call the shots and sideline distractions</li></ul>

