

ENTERPRISE AGILITY FUNDAMENTALS

WORKBOOK



INTRODUCTION TO MEMORABLE MEETING EXPERIENCE (MME)

A Key Component of the Enterprise Agility Way of Thinking (EAWT)

TANIA SERFONTEIN • MANTHAN GOGARI

BUILDING MISSION-DRIVEN COMPANIES



WHEN EVERYONE ELSE IS DOWNSIZING

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VERSION 1.0

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Memorable Meeting Experience (MME)



Introduction

During rapid change, the quality of people's experiences within a corporate meeting is vital. Miss this, and readiness, responsiveness, innovation and organizational health will all suffer. In a world where progress happens exponentially, staying responsive and ready to adapt is key. But an event that diminishes the quality of human experiences will backfire against other progress. At the same time, we must acknowledge that positive and emotional experiences often leave lasting impressions on us.

Do you recall your last vacation or a fun day at work? It's incredible how vividly we can remember positive experiences, whether our job, a holiday, or a memorable school event. Our ability to remember experiences that stir emotions is genuinely extraordinary. But why do we remember certain things and forget others? Why do specific memories stay with us, and how do they affect our behavior, happiness and overall wellbeing?

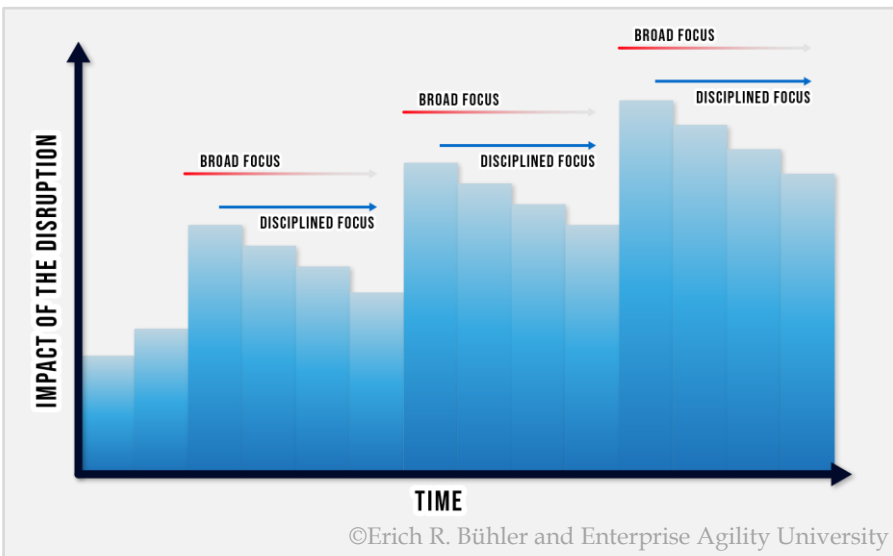


Figure 1: Impact waves in accelerated markets and types of focus

A memorable experience often leaves a lasting impression on our lives because it's closely linked to our emotions. Emotions play a leading role in consolidating memories, enabling us to recall events that evoke intense feelings and influence our current actions. Positive experiences leave lasting impressions and shape our behavior by triggering the release of feel-good hormones such as dopamine, oxytocin and serotonin in our brains. These substances strengthen the neural connections responsible for memory formation and reality creation. Creating memorable experiences for citizens can increase engagement, collaboration and overall wellbeing in our professional setting.

By fostering a positive work atmosphere and nurturing those experiences during meeting and collaboration events, your organization can strengthen the bond between citizens and their work and improve their sense of purpose and motivation. This is especially important as market changes accumulate and unforeseen, high-intensity "*waves*" of impact occur, as shown in the figure below.

Why We Need a Memorable Meeting Experience?

Well-organized meetings highlight the power of team collaboration and reveal the wonderful things that can be accomplished together. In short, well-organized meetings are a powerful tool for building and strengthening a positive, inclusive workplace culture.

For many organizations, however, the meeting experience could be more pleasant, and memorable.

Many individuals and teams are quite frustrated by meetings. Not only do they eat up the most productive time of the day, but they are often a waste of time because decisions are not made. Also the right meeting participants were not invited, or there needed to be more time to establish clear action steps.

One of the many complaints related to meetings in the workplace is that there are more meetings than formal actionable decisions made or actual work done.

In an article published by [Booqed](#), various sources indicated that the time spent in meetings has increased by 8% to 10% annually since 2000.

[Reclaim.ai](#)'s report on one-to-one meetings found that more than 40% of one-on-one meetings are rescheduled weekly, taking on average over 10 minutes each to coordinate new meeting times. Meetings across the board have increased by almost 70%, but over 85% are organized as remote vs. in-person, suggesting this growth may make up for the organic conversations that used to happen naturally in an office environment.

[TeamStage's](#) Wasting time at work statistics show that 31 hours are spent on unproductive meetings each month, with regular employees annually losing 3 days and 2 hours waiting for the meetings to start, with this amount even higher for executives who waste a mind-boggling 5 days and 19 hours per annum

Poorly executed or excessively long meetings can have a **negative impact on employee morale**. When meetings are perceived as unproductive or unnecessary, employees may become frustrated, demotivated, or disengaged. This can lead to a **decrease in overall job satisfaction and potentially contribute to higher turnover rates** within the organization.

"A meeting is an event at which the minutes are kept and the hours are lost" ~Unknown

Unfortunately, without planning, modern meetings bring more organizational challenges, which seems counterintuitive in today's culture of accelerated change. After all, meetings should bring aim to bring key stakeholders together and produce tangible next steps that lead to results.

Let us introduce you to Memorable Meeting Experiences. MME's allow organizations to drive project or organizational success for the customer, the business, and employee well-being. Yes, it's about designing meetings to have successful outcomes.

"An MME is a memorable experience where shared progress is achieved via collaboration, equity and inclusivity" ~ Manthan Gogari

The objective of MME is to cultivate and facilitate **shared progress**. Shared progress is about creating and cultivating an understanding of the different experiences, needs and perspectives of the different parts of an organization. These mutually beneficial partnerships support the creation of mutual benefit and sustainability that support a common interest for the customer, company and the workforce's well-being.

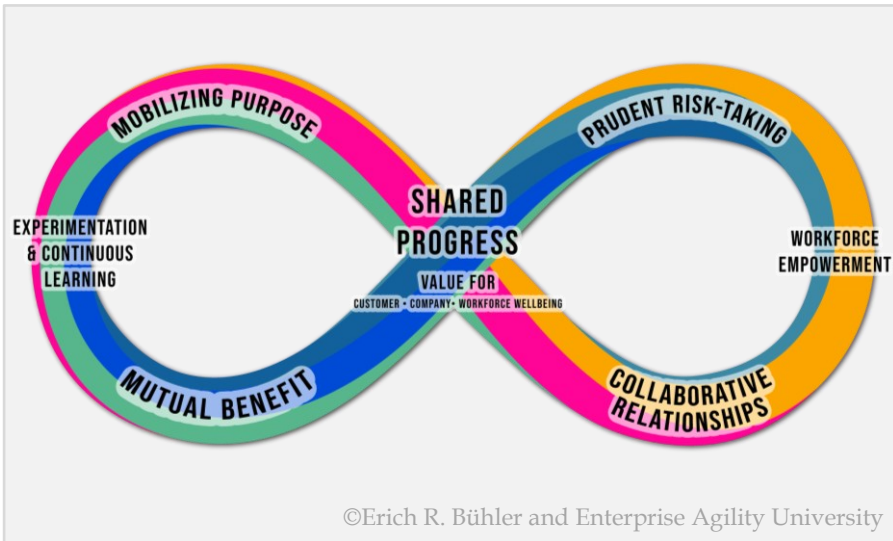


Figure 2: Six components of shared progress

Creating Memorable Meeting Experiences at work support the creation and cultivation of shared progress, improves team culture while leaving all participants with a sense of collaboration and contribution towards creating aligned desions and actions towards the outcome that is to be achieved.

Implement the four easy steps to create memorable meeting experiences and notice how productivity increases while culture improves.



Memorable Meeting Experience (MME)

Are your meetings boring, bland and ineffective? If so, you'll want to make sure you use our MME tips! Here are a few tips to get you started.

01 Start with your WHY

Start thinking about your meeting objective early on, so that you can be sure to have everything ready in time.



02 Think about the WHAT

Consider bringing in **Universal Rights**, building **Psychological Safety** and using your **Host Leadership** skills to achieve your **WHY**.

03 Execute the HOW

Allocate **Roles** to individuals in your meeting; use the **Connection, Construction and Confirmation** techniques to enable the **WHAT** towards your **WHY**.



04 Achieve Shared Progress

Agree on **Next Steps**, circulate actions and decisions, and celebrate the **Progress**.

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Figure: 3 Easy Steps for Memorable Meeting Experience

Assessment

Before cultivating your four easy steps to create Memorable Meeting Experiences, let's explore the self-assessment to assess your organization's level of creating Memorable Meeting Experiences:

Shared Progress:	YES	NO
Are meeting participants engaged in discussions and activities contributing to shared goals and progress?		
Are updates on individual and team progress shared and celebrated during the meeting?		
Is there a sense of collective achievement and recognition for milestones reached?		
Prudent Risk-Taking:	YES	NO
Are participants encouraged to think creatively and explore innovative solutions during the meeting?		
Are discussions or activities designed to foster a culture of calculated risk-taking and experimentation?		
Are potential risks and rewards discussed openly and constructively?		
Workforce Wellbeing:	YES	NO
Does the meeting consider the physical and emotional well-being of participants?		
Are breaks, mindfulness exercises, or other wellness practices integrated into the meeting agenda?		
Is there an emphasis on creating a supportive and inclusive environment that prioritizes participants' well-being?		
Collaborative Relationships:	YES	NO
Are opportunities provided for participants to build and strengthen relationships with colleagues?		

Are team-building exercises or activities incorporated to foster collaboration and trust?		
Is there a focus on nurturing and maintaining positive and productive working relationships?		
Mutual Benefit:	YES	NO
Are the meeting discussions and decisions designed to promote mutual benefit for all participants?		
Is there a focus on finding win-win solutions that align with the interests and needs of all stakeholders?		
Are participants encouraged to actively seek and create opportunities for mutual benefit during the meeting?		
Experimentation and Continuous Learning:	YES	NO
Are participants encouraged to think outside the box and embrace experimentation?		
Is there a culture of learning from both successes and failures during the meeting?		
Are there opportunities for participants to reflect on lessons learned and identify areas for improvement?		
Mobilizing Purpose:	YES	NO
Is there a clear connection between the meeting objectives and the broader purpose or mission?		
Are participants inspired and motivated to align their actions with the overarching purpose?		
Are discussions or activities designed to mobilize participants towards a common purpose or vision?		
TOTAL		

By assessing these elements within the context of creating a memorable meeting experience, you can evaluate how well your meeting supports the creation and cultivation of shared progress while considering prudent risk-taking, workforce well-being, collaborative relationships, mutual benefit, experimentation, continuous learning, and mobilizing purpose. This assessment will help you

identify areas of strength and areas that may need improvement to enhance the overall meeting experience.

By noticing where you have the most NO answers in the Memorable Meeting Experience Assessment you will identify which areas to priorities and focus on your path towards creating Memorable Meeting Experiences inside your organization



Hanna
HR

We Have Created This Workbook for You

This workbook introduces the **Enterprise Agility Memorable Meeting Experience and Shared Progress**. It provides an assessment to support you in taking the first step in creating **Memorable Meeting Experiences**.

While this document provides some initial information about it, you will find more relevant information and supporting materials on the [Enterprise Agility Official Website](#).



This workbook was written by Manthan Gogari, Pragmatic Agile Coach, PSM, PSPO and aspiring PST and Ambassador of Enterprise Agility University. You can connect with Manthan on LinkedIn at <https://www.linkedin.com/in/manthangogari/>



This workbook was written by *Tania Serfontein*, Human Behavior Specialist, Enterprise Agility Coach and Regional Director of Enterprise Agility World Community. You can connect with Tania on LinkedIn at <https://www.linkedin.com/in/tania-serfontein/>