

# etc Advisory Effective Meetings Checklist

A simple guide to owning the perfect meeting

**This checklist is a simple go-to for anyone running, attending or considering attending a meeting.**

**1.) GO / NO GO**

Will the meeting be of benefit to you?

**2.) ATTENDEE 101**

Show up, don't just turn up

**3.) OWNING THE PERFECT MEETING**

Running and wrapping up

# HOW TO USE THIS CHECKLIST

- Distribute it to your team
- Print the sections applicable to you
- Print it out and put it on your meeting room doors
- Encourage your team to hold you and themselves accountable for good meeting etiquette in future
- Read it, then read it again. Then keep referring to it for every meeting you have.

# GO / NO GO

Only attend a meeting if...



There is a defined purpose - "By the end of the meeting we will have..."	<input type="checkbox"/>
The meeting has an owner	<input type="checkbox"/>
There is an agreed agenda with timings	<input type="checkbox"/>
The owners of each item on the agenda are named	<input type="checkbox"/>
Is the goal of the meeting clearly defined?	<input type="checkbox"/>

# ATTENDEE 101

Show up, don't just turn up



Be on time	
Commit to preparing (even if you don't own the meeting)	
Don't be distracted - don't multitask - be present	
Invoke 'ELMO' (Enough. Let's Move On) when you need to	
Contribute. You're there for a reason	
Help make it a productive meeting	
Capture your own notes and be clear about your own actions	
Don't repeat things unnecessarily; try to be succinct; don't interrupt.	

# OWNING THE PERFECT MEETING

It's on you



Make sure everyone knows what they are there for (personally check)	
Put the Go/No Go criteria in the meeting invite	
Help people prepare	
Personal connections matters - have you planned this into your meeting? Have you told people?	
Someone watches the clock	
Someone tracks the actions and agreements	
The best person is chairing the meeting (not necessarily the owner)	
Make sure your Car Park is ready	
Consider meeting length (could you do 15 minutes?)	
For regular meetings rotate the note taker fairly.	
Hold people to account - regular meetings should always start with actions from the previous meeting	
The Hippo (highest paid person) doesn't always speak first	
Make sure no one feels uncomfortable	

# WRAPPING UP

Show up, don't just turn up



Ideally finish your meeting early and at worst finish on time	
Leave time to cover the actions and allocate them with a deadline - this should be allocated as time within the meeting itself	
Leave 5 minutes to go through your car park* and assign a new meeting date for anything that has not been covered off that list	
Check that the meeting it served its purpose	
Seek feedback on the meeting	

\* A meeting 'car park' helps keep track of important items that may not be useful to discuss in the current meeting. The owner of the meeting should keep a flipboard or take notes about anything raised that is not part of the meeting agenda. This stops the meeting being diverted onto other subjects. The 'car park' should be reviewed as part of closing the meeting.

**WISHING YOU  
HAPPIER, MORE  
EFFECTIVE AND  
LESS FRUSTRATING  
MEETINGS.**



# CONTENT FROM ANDY BROWN FOUNDER, etc ADVISORY

Inspired by 35 years' worth of frustrating meetings.

*This checklist is based on information from 'How to Fix Meetings' by Graham Allcott and work by etc Advisory Founder, Andy Brown with his client, 'Shaped By', the creative agency for changemaker brands.*