



Death by Meeting

MEETING STRUCTURE—THE FOUR TYPES OF MEETINGS

Meetings	Time Required	Purpose/Format	Keys to Success
Daily Check-in	5-10 minutes	Share daily schedules and activities.	<ul style="list-style-type: none"> • don't sit down • keep it administrative • don't cancel even when someone can't be there
Weekly Tactical	45-90 minutes	Review weekly activities and metrics, and resolve tactical obstacles and issues.	<ul style="list-style-type: none"> • don't set agenda until after initial reporting • postpone strategic discussions
Monthly Strategic (or ad hoc)	2-4 hours	Discuss, analyze, brainstorm, and decide upon critical issues affecting long-term success.	<ul style="list-style-type: none"> • limit to one or two topics • prepare and do research • engage in good conflict
Quarterly Off-site Review	1-2 days	Review strategy, competitive landscape, industry trends, key personnel, and team development.	<ul style="list-style-type: none"> • get out of office • focus on work; limit social activities • don't overstructure or overburden the schedule

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