(Mr. Tenkey's Tips #307) www.mrtenkey.com

May 12, 2020

Dear Management: The typical TV ad is 30 secs or less!!!!

And in that time... a concept is conveyed, a feeling is felt, an objective is obtained, a demand is dealt...

YET.... some companies have meetings lasting 2 hours plus.

Even worse... ending with no material outcome.

If this is your company... I challenge you!!!

To give each discussion point (let's be generous) 5 open minutes to be presented.

That's 10 commercial breaks!!! to convey what someone wants to do... needs help with... needs a decision made on... etc.

That transforms your meeting into a concept and decision pivot point... instead of a time sucking vacuum.

And think about it, after 10 commercials... you know if you're gonna buy that Flowbee or not!

MORAL

Time management does not stop at the door of a conference room.