

integrity

Meeting Manifesto

John Simanowitz

Partner & Chief Executive Officer

john@integrityXD.com

mobile 314.276.6671

Ed Morrissey

Partner & Chief Creative Officer

ed@integrityXD.com

mobile 314.623.1804

Reminder Why We are Here

VISION

The world's leading
Experience Design (XD) firm
(strategy + design + dev)

MISSION

Do cool stuff,
with cool people,
for cool people

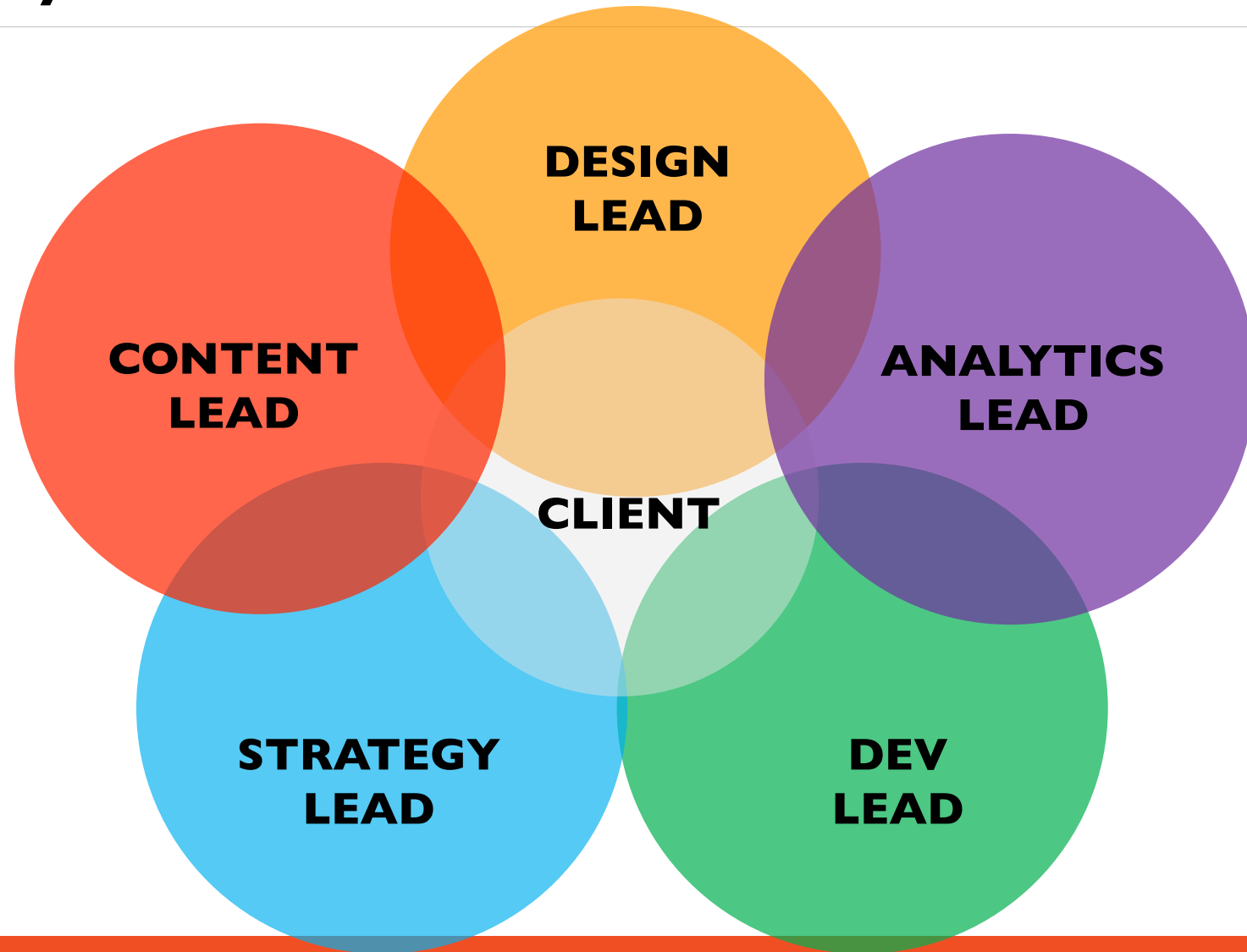
Covid Retro Learnings

The Good Stuff	Tensions
<ul style="list-style-type: none">• we can succeed remotely• fewer distractions/interruptions• better life+work balance• cost savings• no commute• good for environment• can use office when needed• increased talent pool to recruit	<ul style="list-style-type: none">• lack of responsiveness by some• balancing boundaries at home• missing social interactions• collaboration challenges• Zoom/Google Meet fatigue• Sales/new business challenges• miss informal knowledge share• less effective creative ideation• miss being with clients

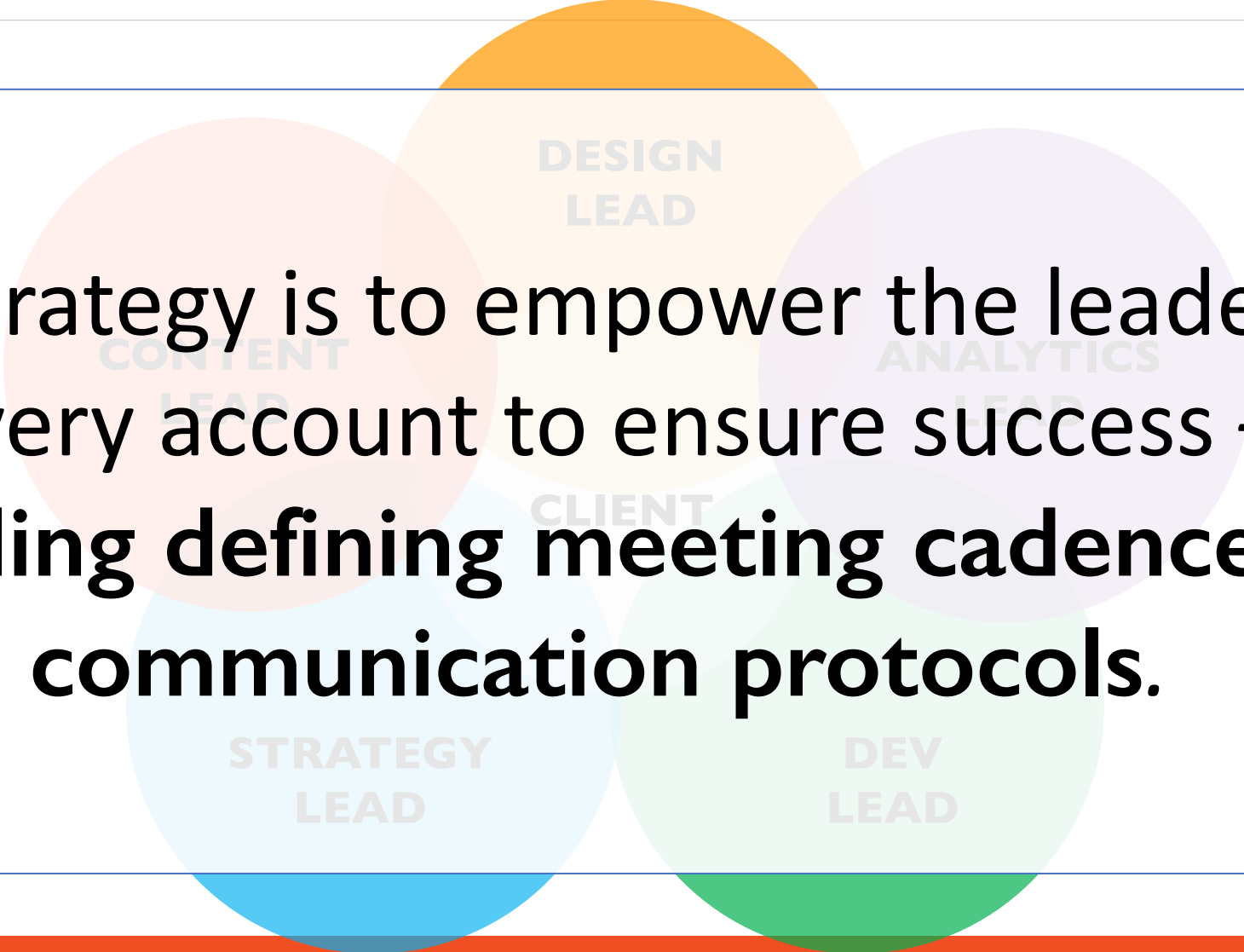
Biggest Tensions

- Our new reality **demands** every team member ups your game around communication, planning and proactivity.
- The most common **challenge shared is the coordination of collaboration/meetings** of a hybrid remote team.
- Integrity's strategy to address this tension is our holacracy operating model that distributes decision making to the account team...

Holacracy Team



Holacracy Team



Our strategy is to empower the leaders of every account to ensure success – including defining meeting cadence and communication protocols.

Real-world Empowerment

- Team knows the contract terms
- Team decides plan, schedule and timeline
- Team decides roles and staffing
 - Who does what, when and why (and who doesn't)
- Team decides communication protocols
 - When, how, what and why to communicate
- Team decides meeting cadence
 - In person vs virtual, who attends, frequency, etc.
- Team decides tooling and approach
- Team decides quality

Integrity Meeting Manifesto

Some Thoughts and Ideas

Manifesto

- **Poorly organized meetings waste ~\$400B/yr in the US**
- Group meetings should be nearly the last resort
 - Don't meet just to meet
 - Trust decentralized decision making
- Meetings should be for the shortest time needed
 - End once goal is completed
- Meetings should require the least amount of people
 - Updates shared to everyone via Slack, Basecamp, etc.
- Meetings must be planned and managed effectively
 - Why are we even meeting?

Manifesto

- **EVERY** meeting must have a plan
 - Detailed within the meeting invite
- Don't meet without an agenda that's shared **in advance**
 - Purpose – Crystal clear objectives of that specific meeting
 - Desired outcomes understood by all
- Should be for 3 to 5 folks to make key decisions
 - Must have decision makers, but avoid large groups
- 33% rule – book meetings of 40 minutes or 20 minutes
 - Not 1 hour or 30 minutes
 - Save 33% of our time

Manifesto

- Invite **only** those needed
 - Don't worry about anyone's feelings
 - Remove those who add no value or aren't needed
 - Share key data points after
- Avoid recurring meetings
- Avoid same day meeting requests, when possible
- Always ask after meetings
 - 'Who is doing what and when?'
 - Ensure everyone understands
 - Publish and share

Manifesto

- **Burden is on you** to prepare and read notes
- Iterate on meetings
 - Don't just have them because you've always had them
 - Audit the past few weeks and decide how to optimize
- Keep your calendar accurate
 - Delete old meetings
 - Delete meetings you never attend
 - Schedule everything - work time, personal time, etc.
- 2 feet rule
 - We all have 2 feet, walk out of meetings when needed

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Let's be Awesome

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