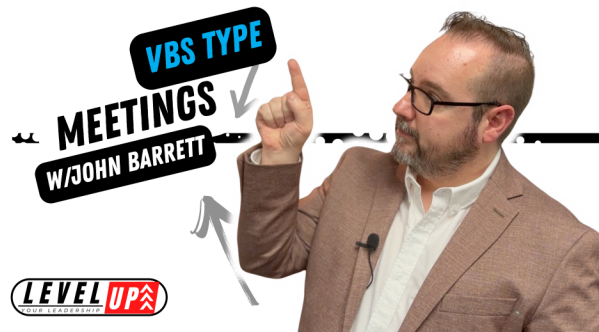


Level Up

GUIDE



SESSION SUMMARY:

In this video, John Barrett emphasizes the importance of understanding and categorizing meetings into three distinct types: Visionary (V), Brainstorming (B), and Solutions (S). He argues that too many meetings suffer from a lack of focus, trying to accomplish too much at once, which he likens to "meeting stew." Barrett suggests that by identifying the type of meeting beforehand, leaders can better prepare themselves and their teams for the desired outcome. Visionary meetings are about presenting ideas and information, inspiring the team, and connecting everything back to the organization's mission and values. Brainstorm meetings are for generating ideas without the pressure of immediate solutions, focusing on the "wow" before the "how." Solution meetings are goal-oriented, driving toward making decisions and achieving results. Barrett encourages leaders to clarify the meeting type to their teams to ensure everyone comes prepared with the right mindset.

GROUP QUESTIONS:

1. What are some common challenges you've experienced in meetings, and how do they relate to the "meeting stew" concept?
2. How can we ensure that visionary meetings truly inspire and connect with our team's mission and values?
3. Can you share an example of a time when a brainstorming session led to a great idea being implemented?
4. What strategies can we use to keep brainstorming meetings focused on generating ideas rather than jumping to solutions?
5. How can we effectively transition from brainstorming to solution-oriented discussions when necessary?
6. What role does preparation play in planning for and conducting different types of meetings?
7. How can we, as leaders, bring energy and excitement to meetings that are primarily informational?
8. How can we improve our meetings to align with the VBS approach?

APPLICATION:

This week, challenge yourself to identify the type of meetings you are attending or leading. Before each meeting, take a moment to clarify its purpose and your expectations. If you're leading, communicate this to your team. Try to incorporate the principles of visionary, brainstorming, and solution meetings to make your gatherings more effective and purpose-driven.