

Instant Meeting Engagement

YOUR FIRST STEP TO HOSTING
PRODUCTIVE, PROLIFIC MEETINGS

If you and your team aren't using creative thinking every day, you're being underutilized!

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INSTANT MEETING ENGAGEMENT

Meetings get a bad rap. For the most part, they should. Seventy-one percent of professionals report losing productivity each week due to unnecessary or cancelled meetings. Even in “necessary” meetings, 73 percent of people report to multi-tasking, i.e., not paying attention.

Even though you are likely paying them to be there, it's on you to entice people to engage in the meeting you are holding, especially if it is virtual.

Use this best practice from the Torrance Incubation Model to give your team a reason to engage.

In what ways might you set purpose and motivation prior to your meeting or in the very beginning?

WHAT'S YOUR HOOK?

MOTIVATION

WHAT'S THE BIG IDEA?

EXPECTATION

SUSPENSE

HEIGHTEN ANTICIPATION

PURPOSE

WONDER

HOW MIGHT YOU STOKE CURIOSITY?

CURIOSITY

WHAT'S THE QUESTION TO SOLVE?

INCORPORATE CREATIVE THINKING

Choose one creative thinking skill from the circles on this page.

Ask yourself: "In what ways might I use humor/visuals/imagination/a new perspective/the five senses to excite my team about this meeting/topic/challenge."

Turn to the next page for examples of verbiage to incorporate the selected creative thinking skill, HUMOR, in a call-to-meeting email.

EMPLOY VISUALS

MOTIVATION

IMAGINE ...

EXPECTATION

SUSPENSE

USE HUMOR

PURPOSE

WONDER

**CONSIDER ANOTHER
PERSPECTIVE**

CURIOSITY

**USE ALL THE
SENSES**

SPARK CURIOSITY IN ADVANCE

"Hi All, I look forward to seeing you tomorrow at 10 am at our strategic planning session. In preparation for the meeting, please watch this quick, three-minute YouTube video. Cheers!"

"A wealth manager, an operations technician, and the CEO walked into a bar. Come to tomorrow's meeting at 10 am and I will reveal the punchline!"

"As you prepare for tomorrow's strategy meeting at 10 am, think about the following question: In what ways might we incorporate productive humor into this and future meetings? The funnier your response, the better. See you there!"

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CONNECT THE HOOK TO YOUR TOPIC

Ideally, you will connect HUMOR (or your chosen creativity skill) to the very topic of your meeting:

"In preparation for tomorrow's development meeting at 10 am, please consider the following question: What tweaks might we make to the product so that customers experience a smile or a laugh at certain points during their user experience? The wackier the ideas the better, as crazy ideas can help us break out of the current predictability of our thinking."

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This is just the beginning . . .

SPARKITIVITY GIVES YOUR TEAM THE TOOLS TO
THINK AND CREATE AT THE HIGHEST LEVELS.

Contact us today to schedule your free
consultation: inspired@sparkitivity.com.

www.sparkitivity.com