



HOW TO LEAD WORLD CLASS MEETINGS

Introduction and Brief Program Description

Does this sound like your company's leadership team meetings?

- **They're distractions.** They interrupt your real work and put you behind schedule.
- **They're sporadic.** You only meet when there's a fire to put out, and it's a painfully chaotic meeting.
- **They're unfocused.** Meetings are filled with tangents, sidebar conversations, and wandering discussions that rarely arrive at solutions.
- **They're filled with unnecessary people.** There's always at least one person who didn't need to attend, which adds to your operation costs and reduces productivity.



In this workshop, you'll discover:

- The five points of the weekly meeting pulse that create routine, optimize efficiency, and trim the fat from your meetings
- How the Level 10 Meeting agenda tool helps keep you focused on what's important
- How to run, manage and administer meetings more efficiently
- How to set quarterly priorities
- How to use weekly activity-based numbers to track your progress towards quarterly priorities
- Who to create, compartmentalize and prioritize an issues list
- How to identify, discuss and solve issues, converting issues into to do's that are "t-done" in 7 days or less
- How to cascade messages to key constituencies following the meeting
- How technology supports meeting discipline and accountability

The workshop covers ten key areas:

1. Why meetings are so unproductive
2. The five points of the weekly meeting pulse
3. The weekly Level 10 Meeting agenda
4. Meeting facilitation and administration responsibilities
5. Transitioning from working "in" to working "on" the business
6. Creating and executing quarterly priorities
7. Using activity-based numbers to drive commitment and accountability
8. Sharing customer and employee headlines
9. Identifying and solving issues
10. Meeting 'wrap-up'

Value to Members

Participants will leave with practical tools they can apply immediately with their leadership team, allowing them to save time by avoiding miscommunication, prevent train wrecks, solve people issues, and hold key people accountable.



Attendees receive a free copy of the eBook, *How to Lead World Class Meetings* by Gino Wickman, one of several publications in the Traction book series that includes *Traction*, *Get a Grip*, *Rocket Fuel*, *How to be a Great Boss*, and *What the Heck is EOS?* This eBook will show you how to have productive meetings that increase communication, accountability and team health.

Biography

Ian Tonks is the founder of Traction Trainer, a certified implementer resource for the Entrepreneurial Operating System (EOS). EOS is a powerful system that combines timeless business principles with a set of simple, practical, real-world tools to help entrepreneurs get what they want from their businesses, enabling them to:

- Crystalize their vision and get everyone moving in the same direction.
- Gain traction by building discipline and accountability throughout the organization.
- Build healthy, functional, and cohesive leadership and management teams.

His journey to EOS began in the late 1990s, when he spent seven years running a 100-person company that provided youth sports programming to a variety of professional sports organizations, including Major League Soccer, the NFL and Jack Nickalus' Golden Bear International.

After getting married in 2006, he traded the grind of 100,000 plus flight miles a year for the short commute to a private Bay Area University, where he led several capital fundraising campaigns and saw the institution through its transition to NCAA division 2.

In 2009, seeking to break free from academic bureaucracy, he launched a business development practice to pursue his true passion and purpose: helping business leaders plan more strategically, grow more reliably, and maximize the talent in their companies. In 2015, he authored "Replacing the Rainmaker – Business development Tools, Techniques and Strategies for Accountants," a comprehensive guide to improving any professional service firms' business development efforts.



Biography (cont'd)

Ian's EOS light bulb moment occurred in late 2015, when a friend and mentor recommended he read the book "Traction" by Gino Wickman. Instantly connecting with the simplicity and practicality of its transformative message, he seized the opportunity to fuse two decades of executive and entrepreneurial experience with EOS's system and toolkit to create Traction Trainer.

A native of England, Ian holds a bachelor's degree in sports science from the University of Northumbria and an MBA in strategic leadership from Dominican University of California. He lives in Palm Desert, California, with his wife and young daughter.