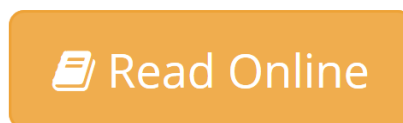


## Meetings Matter: 8 Powerful Strategies for Remarkable Conversations

By Paul Axtell



### Meetings Matter: 8 Powerful Strategies for Remarkable Conversations By Paul Axtell

Chosen as the Best Business Book by the Nonfiction Book Authors, Benjamin Franklin Awards, IndiFab, and Silver Award winner with Nautilus Book Awards and the Eric Hoffer Award. While meetings have become a pain point for millions, Paul Axtell offers a different perspective: that meetings matter and they can be mastered.

In *Meetings Matter*, Axtell redesigns meetings using the vital foundation of conversation.

With real-life examples and actionable advice, he shows you how to design meetings for results, lead them to achieve agendas that move projects forward, and even allow time to build the relationships that make working together in a remarkable way possible.

This book will revolutionize the meeting, moving it from a dreaded obligation to the most powerful way to get things done in business and in life.

Meetings are at the heart of effective organizations. Each meeting is an opportunity to clarify issues, set direction, sharpen focus, create alignment, and move ambitions forward. We have to change the way we think about meetings, the way we design and lead them, and, most importantly, how we manage what happens between meetings.

Axtell offers eight powerful strategies for fixing our meeting problems, and within each strategy, he provides concrete advice you can put into action immediately such as limiting participants, being vigilant about what gets on the agenda, designing the conversation for each agenda item, and managing the experience for everyone in the room so people leave feeling heard and appreciated.

Further, he explains how meetings can be your primary way to create and maintain your network of relationships.

We go to meetings. A lot of them. So let's put creating and building relationships in front of us as one of the desired outcomes. What would you do differently if

you looked at each meeting as an opportunity to add to your network?

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### Editorial Review

#### Review

Meetings come in all shapes and sizes. Whether it s a chance encounter, an informal get-together or an official gathering, the way you interact, react and handle the discussion majorly impacts the results. In his well-organized, thorough and sensible approach to the art of communication, consultant and conversational skills trainer Paul Axtell presents eight strategies that cover everything from choosing a perspective to deciding what matters and who cares.

Axtell bolsters his strategies with core ideas and useful try this boxes that simplify how to implement those strategies to improve your professional and personal interactions. Axtell also includes relationship-building exercises, questionnaires and assessments. He tops off this excellent multicourse feast with a handy checklist that boils down the most important points in each chapter. ---*Success Magazine*, January 2015

*Working with Paul has greatly improved the performance of my entire organization.... In today's matrix environments, the ability to have productive and efficient meetings is critical to the success of the business.*  
--Aaron L. Wetzel, Vice President, Global Crop Care Platform, Deere & Company

*While I have worked with a few clients who possessed natural skills for conducting organized meetings, I have yet to meet any clients with formal training in designing meetings for greatest impact and results. Regardless of clients' skill level, Paul's ideas around designing, leading, managing, and participating in meetings produce immediate shifts in their abilities to contribute to better meeting outcomes. Paul has a gift for boiling any skill down to the five to seven key ideas that are critical to keep in one's awareness. He communicates these ideas in a clear, concise fashion, which makes them easy to put to use. I have been waiting impatiently for this book so that all of Paul's ideas about conducting more effective meetings would be in one place. I am eager to share this valuable resource with my clients.*

--Lynda Rands, Executive Coach, WorkLife Resources

*Paul came into our leadership team and taught us how to make a significant return on our business by creating a productive and rewarding environment for our division of 160 employees. Paul's teaching was, by far, the best educational experience I have had. (And I achieved my undergraduate in engineering at Carnegie Mellon University and my masters in management at MIT.)* --Charles Hura, Business Consultant

*Meetings can be a mind-numbing squandering of time, money, patience, and other finite resources. But they needn t and shouldn t be. In Meetings Matter, Paul Axtell shows how thoughtful, respectful, and focused conversation is the key to effective meetings. What's more, he provides lots of specific strategies and tactics. Adopt the practices suggested here and the meetings you attend will never be fruitless again. The bonus? You and your colleagues will be more engaged than ever in producing great results.*

--Rodger Dean Duncan, author of *Change-Friendly Leadership*

*I have been following Paul's teaching in organizations for more than a decade now. The essence is: When people matter, things get done, and they get done in amazing ways!* --Audie Penn, Master Black Belt, Caterpillar Global Deployment

#### From the Inside Flap

Meetings have become a pain point for millions. Many see them as useless sessions that take time away from

meaningful tasks. In his new book, *Meetings Matter*, Paul Axtell affirms the importance of meetings, and he redesigns them using the vital foundation of conversation. With real-life examples and actionable advice, he shows you how to design meetings for results, lead them to achieve agendas that move projects forward, and even allow time for building the relationships that make working together in a remarkable way possible.

This book will revolutionize the meeting--moving it from that dreaded obligation to a powerful way to get things done in business and in life.

"Working with Paul has greatly improved the performance of my entire organization. In today's matrix environments, the ability to have productive and efficient meetings is critical to the success of the business."

Aaron L. Wetzel, Vice President

Global Crop Care Platform, Deere & Company

#### About the Author

Paul Axtell provides consulting and personal effectiveness training to a wide variety of clients, from Fortune 500 companies and universities to nonprofit organizations and government agencies. A large focus of his work is how to run effective and productive meetings: to turn them from the calendar items that so many dread into useful, productive sessions with measurable results.

Paul has an engineering degree from South Dakota School of Mines and an MBA from Washington University in St. Louis. He has ten years of engineering manufacturing experience and fifteen years of experience in corporate personnel and training. The last twenty years have been devoted to designing and leading programs that enhance individual and group performance within large organizations.

He is the author of *Ten Powerful Things to Say to Your Kids: Creating the Relationship You Want with the Most Important People in Your Life*, which applies the concepts of his work to the special relationships between parents and children of all ages. Thus far, it has been translated into Korean, Vietnamese, Chinese, Arabic, French, and Spanish.

He is also the author of *Being Remarkable*, a small but power-packed collection of action items gleaned from more than thirty years of coaching people toward greater personal effectiveness aimed at developing the awareness that is the beginning of true and lasting change.

In addition to interacting with kids, he loves playing golf, creating bonsai trees, fly-fishing, and reading mysteries. Paul lives with his wife, Cindy, in Minneapolis.

## Users Review

### From reader reviews:

#### John Keys:

Do you have favorite book? If you have, what is your favorite's book? Guide is very important thing for us to know everything in the world. Each book has different aim or maybe goal; it means that reserve has different type. Some people really feel enjoy to spend their time for you to read a book. These are reading whatever they acquire because their hobby is actually reading a book. Why not the person who don't like reading a book? Sometime, person feel need book once they found difficult problem or exercise. Well, probably you'll have this *Meetings Matter: 8 Powerful Strategies for Remarkable Conversations*.

**Melvin Hayes:**

Playing with family inside a park, coming to see the ocean world or hanging out with friends is thing that usually you could have done when you have spare time, and then why you don't try point that really opposite from that. A single activity that make you not sensation tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love Meetings Matter: 8 Powerful Strategies for Remarkable Conversations, you are able to enjoy both. It is great combination right, you still wish to miss it? What kind of hang-out type is it? Oh can happen its mind hangout fellas. What? Still don't obtain it, oh come on its named reading friends.

**Melissa Ray:**

You are able to spend your free time to see this book this guide. This Meetings Matter: 8 Powerful Strategies for Remarkable Conversations is simple to deliver you can read it in the recreation area, in the beach, train as well as soon. If you did not get much space to bring the particular printed book, you can buy the e-book. It is make you simpler to read it. You can save typically the book in your smart phone. Consequently there are a lot of benefits that you will get when one buys this book.

**Doris Garcia:**

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