



# IPSEN WAY OF BEING

A successful approach to meetings



## THE PALM METHOD

### How to start

**We Lead**  
with purpose

**We Drive**  
for success

#### PURPOSE

- First, identify exactly what the meeting is supposed to cover

#### AGENDA

- Define meeting function: Information sharing, decision making
- List key decisions to be made/information to be shared
- Identify whether screen is needed or if participants can walk&talk

#### LIMIT TIME

- Most meetings are too long; shortening them will help focus

#### MINIMUM ATTENDEES

- When 2 people meet, there is just 1 agreement: A agreeing with B
- When 4 meet, it shoots up to 6 agreements (AB, AC, AD, BC, BD, CD)
- When it gets to 8-12 people, the number of agreements gets complicated!

READ MORE : [Andy Bounds - How to run an impactful meeting](#)

### Key word REDUCE

**We Trust**  
each other

**We Own**  
the outcome

#### REDUCE

- The number of meetings in people's diaries
- The number or frequency of recurring meetings
- The length of the meeting
- The number of participants

#### We are a team

Let's trust and support each other  
- if 4 of us are invited to a meeting, let's discuss whether we are all needed, or if 1 or 2 of us can represent the team and update the others later.



### How to have an effective meeting: types and suggested lengths

**We Learn & Share**  
every day



The Ideal Meeting Length is Shorter Than You Think...

Regular team meeting	15 to 30 minutes
One-to-one meeting	30 minutes to 1 hour
Brainstorming meeting	40 minutes to 1 hour
Strategy meeting	60 to 90 minutes
Decision-making meeting	A few hours, possibly a full day depending on the decision

(source : Slack.com)

Consider ending meetings 5 minutes before the hour - avoid back-to-back meetings





## TIPS and TRICKS

### As a MEETING ORGANIZER



#### Before

- **Invite attendees** – who's **Required** and who's **Optional**?  
Check the time-zones involved and ensure meeting is within everyone's working hours
- Meeting invitation should include:
  - **Subject line** – what meeting is about, whether it is decision making/information sharing, whether a screen is needed – e.g.,: *Hybrid working – Review and approval of final documents – Screen required*
  - **Content**
    - **Clear objective/purpose**
    - **Agenda** – share at least 3 days prior to event
    - **Permission to challenge** statement – *If you do not feel you need to attend this meeting, or would like to challenge the time allocated or the content please contact the meeting organizer*
    - **Teams link/Location** – indicate whether meeting will be remote, hybrid, physical
- **Track attendance** – if key people cannot attend, reschedule



#### During the Meeting

- **Respect the time allocated**; don't run over
- Give everyone the **chance to speak**
- **Take meeting minutes** live if possible
- **Recap the key messages** and the **required actions**, nominating **who is accountable** for every action
- **Assess effectiveness** – did the meeting achieve the objective, was it necessary, was the length right?
- **Record the meeting** so others can catch up

#### After



- **Send the minutes** promptly to all invitees, including those who were unable to attend
- **Call out actions** and identify who is accountable



### As an ATTENDEE



#### Before

- **Check the agenda** and read the pre-reads
- Feel free to **suggest additional topics**
- **Respond to invitation**
  - **Accept** if you have something to contribute
  - **Decline the meeting** if the topic isn't relevant, or consider **attending just a part** of the meeting
  - **Consult** with other team members invited – can one person represent?
  - **Challenge** if you think the meeting is too long/lacking in purpose/missing agenda items



#### During the Meeting

- As a speaker, **stick to the time** allocated
- **Listen to the others** – avoid distractions



#### After

- **Read the minutes** and act where accountable