

# The EPIC Meeting™

The EPIC Meeting approach puts an end to pointless meetings that waste time and slow momentum. Adopt this simple framework and watch your team engagement and productivity soar.

WHAT	WHY IT'S IMPORTANT	HOW DO YOU DO IT	THE OUTCOME
<b>Energy</b>	<b>Boosting energy</b> at the beginning of a meeting sets the stage for more productive conversations and ultimately, better meeting outcomes.	<b>Get everyone to speak</b> at the start of the meeting by sharing one thing they're feeling great about right now (work-related or not)!	<b>Participants will be engaged and contributing</b> during the meeting, leading to better results.
<b>Purpose</b>	<b>Every meeting should have a purpose</b> as well as clearly defined outcomes. It's impossible to run an effective meeting, unless everybody is clear on why they're there and the outcomes required.	Distribute an agenda in advance that states the purpose, objective and <b>what needs to be true at the end of the meeting</b> – rather than simply a list of discussion points/updates.	<b>Attendees come prepared and solution-focused.</b> Meetings become faster and more efficient when the focus is placed on outcomes.
<b>Insight</b>	During a robust exchange of ideas and perspectives, opportunities will emerge that <b>create transferable insights.</b> Sharing these insights amplifies the value and productivity of any meeting.	At the end of the meeting, have <b>everyone highlight a unique insight or learning</b> they've derived from the meeting.	<b>Capture opportunities and connection between ideas and people on the spot.</b> Amplify the value of the ideas and learnings from the meeting.
<b>Connection</b>	<b>Getting the team onto the same page</b> builds connection between people and to the larger business purpose. Employees are more confident that their efforts and input will be appreciated, and are more willing to speak up, share ideas and pursue opportunities. <b>Culture and purpose are reinforced.</b>	<b>Encourage adoption of habits and structure for meetings,</b> and adopt the steps outlined here to generate Energy, Purpose and Insight in all of your meetings.	Barriers to progress caused by fragmented communications and lack of direction are swept away. <b>The business captures more value and builds a stronger, more agile culture.</b>