

# How to host meetings to meet your strategic objectives

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Thank you





# 1. Introductions



# Who am I?

- Business owner, Beacon North Strategies
- Public affairs specialist
- Speaker, podcaster and blogger (WOMENdontDOthat)





# Why should you care?

- Canada announces \$1.1B in new maternal health funding
- Thaidene Nene established as Canada's newest national park reserve
- Budget 2018 makes historic investment in Canada's research future
- New global mobility program invests in students, skills
- From COVID-19 to education, Young Canadians' Parliament is raising concerns to Canada's decision-makers

2/21/2021 Canada announces maternal health funding | CTV News

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**CTVNEWS**

## Canada announces \$1.1B in new maternal health funding

CTV.ca News Staff

Published Friday, June 25, 2010 8:08PM EDT  
Last Updated Saturday, May 19, 2012 2:02AM EDT



Who are you?

What is your name?

Where are you from?

What is your job and industry?

lets get started





# How can I help you?

What do you hope to get out of today's session?

lets get started







## 2. The winning formula



# Winning formula for how to host meetings to meet your strategic objectives

## 4 compents

1. Prepare
2. Approach
3. Deliver
4. Practice







# 3. Breaking down components of the winning formula



**Prepare**



**You are in the right place!**



# Approach



You are in the right place!





## Tips



- **Structure your meeting like a conversation.**
- **Turn off any distractions**
- **Ensure you leave enough time to hear from attendees.**
- **Leave a positive impression**
- **Don't use jargon**
- **Keep meetings to their scheduled times. \*if it is a VERY strategic meeting book free time after the meeting in case other attendees want to go over.**
- **Stay focused on your key messages.**
- **Practice pivot lines to return to your key messages**





## Tips



- Don't confuse attendees by being too detailed.
- Don't be afraid to ask questions
- Speak with authority and integrity.
- Build a relationship.
- It's about them.
- Some small talk is good.
- Read body language.



**Deliver**



You are in the right place!





# Framing language



**Guides you to where you are going in the short and/or long term.**

- "Why don't I walk us through the agenda and then we can jump in"
- "Does that work for you"
- "I would love to hear your thoughts on what I have shared. And then we can turn to what your priorities are for the next quarter."
- "Thank you so much for sharing that, before we sign off I wanted to add XX."
- As we sign off I wanted to share that XX.





# Pivot language



**Guides meeting attendees attention to your key messages.**

- "That's an interesting question, let me get back to you. What I want to draw your attention to is XX..."
- "An interesting point, but research shows that XX..."
- "I think the 3 main things to focus on are XX..."
- "I have heard that concern, but what our customers say is more important is XX..."
- "I will look into that, something else to consider is XX..."



# Practice

You are in the right place!







# 4. Give away





**10 TIPS TO MAKE**  
**YOUR NEXT**  
**MEETING A SUCCESS**





# 5. Q & A





# 6. Review



# Winning formula for how to host meetings to meet your strategic objectives

## 4 compents

1. Prepare
2. Approach
3. Deliver
4. Practice







# 8. Stay in touch



# stay connected



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# 9. Thank you

