

Where to start?

To create a meeting with meaning, you should clarify these three components before beginning:



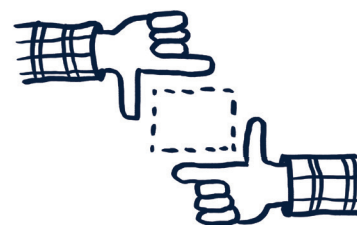
Purpose

+



Outcome

+



Learning

Purpose

When deciding the core purpose of the meeting, there are two key questions to ask yourself:

- **Why** are you meeting?
- **What** are you meeting about?

Purpose becomes the guide:

Within your meeting there will exist the focused purpose for the individual and the overall purpose for the entire process. By setting the purpose clearly and agreeing on it together at the start, the purpose becomes the guide which carries us through the meeting when things feel unclear. This is especially helpful when you're dealing with complex issues.

Balancing power dynamics:

If your purpose is clear and compelling, you'll be less likely to follow the strong opinion of an individual voice which may feel persuasive. Keeping the overall purpose clear and 'in-mind' prevents any individual voice from becoming the 'guide' or 'leader', rather than the group as a whole.

Purpose maintains energy:

Does the purpose of your meeting respond to a clear need? People are often short on time, running low on resilience or energy, having a clear purpose that answers a direct question or problem will give all participants reason to attend.

Outcome

When deciding the outcome of the meeting, you can ask yourself:

- **Why** is this meeting or project necessary?
- **What** do people need to take away from the session to be able to act on the purpose?

Answering these questions helps us get to the bottom of exactly what we want to achieve during meetings.

Learning

When you have decided these two parts (the *Purpose* and the *Outcome*) then you can begin to design how you will discover the learning you want to record together.

To do this, you can ask:

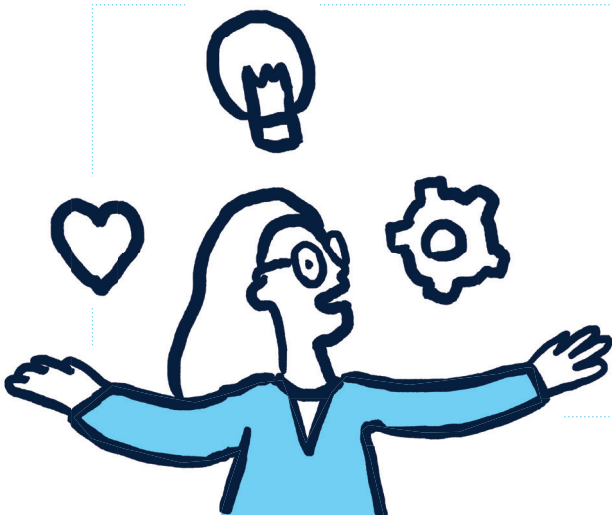
- **How** are we going to record the information?

There are many ways to record information, you might choose to digitally record the meeting, have dedicated note takers or even have a scribe*, or illustrator.

Some other examples of how you may capture and present your learning:

- A written document or report
- Blogs
- A graphic recording
- Sketchnotes
- A video or short documentary
- An audio recording or podcast
- Spoken word poetry
- Songs
- Expressive artworks
- Short stories.

Although some of these examples may not be things you or your organisation typically do to convey information, the more creative you get, the more memorable your learning will be.



*What is a scribe?

A scribe is someone who creates a visual representation of the themes and ideas coming out of your meeting either in real-time or after the event. Having imagery to convey your ideas is a great way of condensing down rich or complex information, and is also accessible to more people.



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