



# Meetings Matter: 8 Powerful Strategies for Remarkable Conversations

*Paul Axtell*

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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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