



The overwhelming majority of employees (94%) want to work somewhere that reflects their values, but only 21% feel that they are informed about the values of their organization.¹

This leaves an opportunity to include values-based topics into meetings to increase team engagement. These messages don't have to take a lot of time and starting with an engaging topic can make it more likely you will get the attendance, focused attention and results you want to see.

Consider using one or more of these:

1. **Ask for/share recognition:** Ask for a story or share one. Ask for the action the person did, the company value displayed and the impact the action had on the team, customers or the business.

“Who has an example of someone living our values they’d like to share?”

2. **Remind about a Value or focus area:** Talk about why the mission or values are important and what it looks like when our group displays them in their words and actions.

“A value that is especially important is Integrity. Integrity is shown when we admit our mistakes, do what we say we will do and have tough conversations with each other to ensure project quality. Let’s all look for and recognize examples of people demonstrating Integrity in the coming weeks!”

3. **Point out news or updates:** Call out changes or updates that are important for the team to know about. Highlight why the information is key.

“Before we start, I wanted to remind everyone that we have a new employee starting next week! The more welcoming we are, the easier

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Engaging Meeting Starters Worksheet

it will be for her to get up to speed quickly, so be on the lookout for her and introduce yourself.”

4. **Celebrate customer feedback:** Share a story of delighting a customer.

“Just last week we discussed how powerful customer service can save us time and drive sales. Here is an email I received from a very happy customer...”

5. **Collect ideas for improvement:** Ask people to share an idea they have for how they, the team, processes, etc., could improve to better see results.

“Before we start, I want to consider ideas for potential improvement. I will go first! I noticed I haven't been spending as much time checking in with the team as I'd like. I will be working on finding more time to connect. Anyone else?”

Just think: What regular meetings could be more engaging? Which strategy will you use and how will you hold yourself accountable so you don't forget?