



# Make Meetings Matter: Ban Boredom, Co-Opt Confusion, and Eliminate Time Wasting

*Charlie Hawkins*

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Meetings should drive results. Instead they drive most people crazy! **Make Meetings Matter** will help you rethink the role of meetings in your organization and enable you to:

- \* Reinvent meetings to get more done, minimize time spent, and maximize productivity.
- \* Avoid unnecessary and useless meetings.
- \* Keep participants engaged and energized.
- \* Keep the agenda on track.
- \* Leverage technology.
- \* Ensure follow-up action is taken.

Based on the author's experience as a marketing executive, business owner, consultant, and facilitator, this book is written in a down-to-earth, practical style. Hawkins offers insightful strategies and easy-to-implement tips to help you achieve the outcomes, you desire in every meeting. Also included are anecdotes and "war stories" from Hawkins' involvement in thousands of meetings in Fortune 100 companies, small businesses, and nonprofit groups.

**Make Meetings Matter** is an invaluable guide for leaders, managers, facilitators, and participants who want to improve the effectiveness of every meeting--no matter what the topic or desired outcome.

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