

Meeting Misgivings

A Communispond Mini-Case

The reorganization announcement has people furious.

How do you prevent the ensuing planning meeting from turning into a gripe session?

(Circle single most appropriate answer)

- A. Disarm any negativity by kicking the meeting off with a joke.
- B. Seed the meeting with a couple of can-do allies who know how to think outside of the box.
- C. Reconsider meeting at all. Better to arrive at your own recommendations and simply announce them.
- D. Meet with each individual privately. Why risk a public display that could wind up damaging morale further.

*(Break seal and open
to reveal Communispond solution)*



COMMUNISPOND™

52 Vanderbilt Avenue, 7th Floor | New York, NY 10017
p: 212-972-4899 | f: 212-972-4855
www.communispond.com



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Communispond Mini-Case Solution

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How do you prevent the ensuing planning meeting from turning into a gripe session?

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Rationale:

- ▶ The best way to drive our meeting attendees out of a negative funk is to include one or two participants you feel will model the brand of enthusiastic problem solving that you seek. This will generally disarm resistance and get folks to pitch in.
- ▶ Jokes rarely abate meeting tension. If they fall flat, they can increase it.
- ▶ If you expect people to participate in carrying out decisions, it's always better to include them in the decision-making process.
- ▶ Since any reorganization-related decisions will likely impact all group members, you'll almost certainly get a better result through a combined, group effort.

Want to know more? Please complete and return the enclosed postage-paid reply card and we'll send you an executive summary from *Talk Your Way to the Top* by our founder and thought leader, Kevin Daley. No charge or obligation, of course.

About Communispond

Communispond is the resource of choice when there's a lot riding on how well you communicate in public.

Once limited to a leadership elite (we have personally served 62 board chairmen, 362 company presidents and 3,100 sales executives), you may now tap Communispond for any population that must hold their own in high-stakes communications situations, including:

- Sales forces battling to beat quota and increase market share
- Marketing departments launching new products and services
- Technical teams managing mission-critical projects
- Leaders instigating change

Not a "finishing school" for employees who didn't pay attention in grammar school, Communispond is applied learning that's less about talk, and more about action. We help your people express themselves in ways that inspire others to buy in and pitch in.

Today, after 30 years of research and field trials, Communispond offers a comprehensive suite of skills to help your key people excel in virtually every situation. Our clients include 312 of the Fortune 500, and Communispond "graduates" number more than 375,000 individuals representing hundreds of industry leaders all over the globe.