

HOW TO HOLD A 10-MINUTE MEETING

The 10-Minute Meeting is an effective way of achieving Association objectives, while time - or lack thereof - is a major concern of members. Their message to us cannot be ignored: *Don't waste our time on useless meetings and don't ask us for input you aren't going to use.*

The objectives of the 10-Minute Meeting are to:

- encourage two-way communication between the Association and its members;
- seek involvement in the Association's programs and decision making; and
- share and celebrate Association successes/victories.

The format for the meeting may look like this:

0-3 Minutes

- Report what the Association is doing (most relevant information - for instance key points of last Association meeting).
- Identify other important issues (let members know you are willing to discuss these after the meeting).

3-9 Minutes

- Emphasize member involvement.
- Seek their input regarding presented information.
- Ask for volunteers for particular Association activities.
- Identify needs/issues/problems of concern to them.

9-10 Minutes

- Identify and share something positive with your members (an Association success).
- The amount of time on each segment is up to you, but be sure to determine the format beforehand and stick to it. Honor the 10-Minute Rule: Be clear the meeting will not go beyond that.