



THE ACADEMY FOR CHIEF EXECUTIVES  
*Experiential Business Learning*<sup>®</sup>



# The Academy for Chief Executives

## *“Monthly Meetings”*

**A Before/During/After Guide  
For Chairmen and Speakers**


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# *Before* the Meeting

ACADEMY CHAIRMAN	ACADEMY SPEAKER
<ul style="list-style-type: none"><li>• Agree fee at the time of the booking</li><li>• Does your confirmation letter cover The Academy's four "policy" points?<ol style="list-style-type: none"><li>1. The fee</li><li>2. Allowable expenses</li><li>3. Payment date</li><li>4. Cancellation clause</li></ol></li><li>• Make contact 4-6 weeks before the event to give the speaker an "overview" of your group and any needs that the speaker needs to be aware of – agree the date and time for the full briefing – maybe one week before the event?</li><li>• Explain your group's "likes and dislikes"</li><li>• If you have any prospect guests attending, is there a particular point you want the speaker to make?</li><li>• Ask the speaker if s/he knows anyone who would like to attend as a guest</li><li>• Does the speaker need to know who preceded him/her and who will follow? Is there a theme/story s/he needs to be aware of?</li><li>• Check speaker accommodation details – send maps etc</li><li>• Consider meeting the speaker for a meal/beer the night before</li></ul>	<ul style="list-style-type: none"><li>• Is your Academy website entry up to date, including any "special arrangements" you need</li><li>• Make sure you are not driving when you receive your briefing – you will need to make notes of members' specific areas of interest or concern – also check the visual aids available at the host member's site</li><li>• Ask yourself "do I really understand what these CEOs need from my session?"</li><li>• If members need to prepare for your session make sure that the Chairman knows how you would like this to happen – is there a question you would like them to think about?</li><li>• If you are a Virtual Member check out the group's details including members' websites – some parts of the country have "unique" local issues so make sure you are tuned in to these – if in doubt ask the chairman</li><li>• Whilst planning your session remember that, as a general rule, The Academy is looking for a brilliant, tailored, facilitated workshop not a "keynote"</li><li>• Start planning with the end in mind – By the end of your session what will members have learned? What would you expect them to do? What tools will you provide that will help them?</li><li>• Academy sessions are usually a "game of two halves" either side of a coffee break – plan your "part one" and your "part two"</li><li>• Plan to take your own AV equipment, unless agreed otherwise</li><li>• Your materials need to be clear enough to educate and inspire members who miss your session</li></ul>



# During the Meeting

ACADEMY CHAIRMAN	ACADEMY SPEAKER
<ul style="list-style-type: none"><li>• When introducing the speaker explain <u>why</u> s/he has been invited at this particular time</li><li>• Assist the speaker throughout – work as their partner</li><li>• When facilitating member introductions ask them for their needs/expectations of the speaker – find a way to link their businesses to the speaker’s topic</li><li>• Take responsibility for creating the value - after the break, try asking your members “<i>what does the speaker have to do in the next 90 minutes to score an overall 10 out of 10 for you?</i>”</li><li>• Step in and help the speaker get back on course if necessary</li><li>• Keep an eye on energy levels – you will probably spot this before the speaker does</li><li>• Make sure that the speaker answers member questions properly</li><li>• Create an opportunity for the speaker to explain how s/he could help members on another day</li></ul> 	<ul style="list-style-type: none"><li>• Get to the venue in plenty of time –you are there to have breakfast with the members, not just to get set up – use it as an opportunity to build rapport and continue your research</li><li>• Find out how the Chairman intends to introduce you</li><li>• Don’t start with a 25 min presentation on your CV – you have been selected due to your credentials – move on!</li><li>• Remember the five scores on the member evaluation form:-<ol style="list-style-type: none"><li>1. Presentation style</li><li>2. Content</li><li>3. Involvement</li><li>4. Inspiration</li><li>5. Takeaway value</li></ol></li><li>• Take ownership – it is not the audience’s job to “get it” it is your job to get the message through</li><li>• Academy members love to be involved – they don’t want a lecture. However, don’t use breakout sessions as “padding” – they must have a purpose and support your overall objectives</li><li>• During the break, have a coffee with some members and check how you are doing – are you meeting and exceeding their expectations?</li><li>• Avoid other peoples’ stories and other peoples’ research – integrity is important. Don’t be a karaoke speaker - be yourself and “sing your own song”</li><li>• Don’t worry if members don’t agree with everything that you say – your worst critic will always help you more than your best yes-man! Members enjoy working outside their comfort zones</li><li>• Remember that being a CEO can, at times, be a lonely job – members need your support and encouragement</li><li>• Don’t overtly “sell” your full range of services unless invited to do so</li></ul>

# *During* the Meeting (cont'd)

ACADEMY CHAIRMAN	ACADEMY SPEAKER
<ul style="list-style-type: none"> <li>• Facilitate 3&gt;2&gt;1 member feedback whilst the speaker is at the meeting:-               <ol style="list-style-type: none"> <li>3. Three things that rang a bell.....</li> <li>2. Two actions I will commit to.....</li> <li>1. One piece of feedback for the speaker.....</li> </ol> </li> <li>• Collect a summary of the action points your members have committed to.....to be reviewed at another meeting or one-to-one session maybe?</li> </ul>	<ul style="list-style-type: none"> <li>• If guests are present help the chairman by supporting and endorsing The Academy</li> <li>• Remember that most Academy members are SMEs – stories and case studies about Coca Cola and Unilever will have limited appeal.</li> <li>• Members love to talk about their own businesses – they want to hear you talking about themselves! If they “go off on one” let them have their say providing it “fits” with your overall objectives</li> <li>• Finish on time – if you are ahead of time there will always be plenty of questions members will want to ask</li> <li>• Help members to implement your words of wisdom – leave tools and checklists/handouts/e-books/website downloads/telephone access to you etc etc – remember that the most important hour in a three hour session is “hour three!” Member output is more important than your input.</li> <li>• Learn from all the feedback – remember that there is no such thing as “bad feedback” i.e. all feedback is good feedback</li> <li>• Stay for lunch – don’t rush off to your next appointment</li> </ul>



# After the Meeting

ACADEMY CHAIRMAN	ACADEMY SPEAKER
<ul style="list-style-type: none"> <li>• Thank the speaker .....maybe send an Academy card?</li> <li>• Phone the speaker with full debrief including the five scores on the evaluation form and the overall score</li> <li>• Complete the Chairman Feedback Form asap with as much information as possible</li> <li>• Pay on time</li> <li>• Plan to recommend the speaker to three other chairmen</li> <li>• Plan to review members' action points in 2-3 months time.....track the value that the speaker has helped you to create</li> </ul>	<ul style="list-style-type: none"> <li>• Learn from the experience – ask yourself “what went well and what could I improve next time” or “if I could turn the clocks back what would I do differently?”</li> <li>• Phone the chairman 2-3 months after your session to establish what has actually changed</li> <li>• Stay in contact with the chairman and add him/her to your network – form an effective partnership - s/he is looking for more members and you are looking for more work!</li> <li>• Keep the chairman informed of any new products and services that you develop</li> </ul>

