

7Ps of Meeting Planning

Prepared by:
Date:

PURPOSE

Why are we having this meeting?
What opportunity or issue are we addressing?

PEOPLE

Who needs to be there, and what role will they play?
Who are the right people to answer the questions we're asking?

PRODUCT & PAYOFF

What specific artifact will we produce out of the meeting?
What will it do, and how will it support the purpose?

PROCESS

What processes and activities support our desired outcomes?
What agenda will we use to create the product?

PITFALLS

What are the risks in this meeting, and how will we address them?
What ground rules or processes will keep us on track?

HEAD

What do we want participants to know?

HEART

How do we want participants to feel?

HANDS

What do we want participants to do?
What product, document, or tool will they have?

PRACTICALITIES

What are the logistics of the meeting?
When and where will we meet? What tools & supplies will we need?

PREPARATION

What would be useful to do in advance?
What reading, work, or research will fuel success?
What preparation will help participants show up ready?

GOALS

What do we want or need to come away with?

PARTICIPANT OUTCOMES

SPONSOR GOALS