

# **ADVICE FOR YOUR FIRST 10-MINUTE MEETING**



- Make sure the subject matter is high-interest among your group. If the subject matter is low-interest, it can become a marketing pitch.
- Use tight, evocative messaging that uses schema/mental structure and cognitive processing of worldviews that are already present. These should be based not in spin or cute phrasing, but in a deep commitment and values-based action.
- The short time commitment is geared for maximum participation and spirit.
- Never go past 10 minutes or you will pay for it when you advertise the next 10-minute meeting.
- Have a timekeeper that gives the speaker a three, two and one minute queue.
- Use handouts very, very sparingly. Trainers love handouts more than most members do. If your message is sound, the handout can easily be skipped or done on one page with plenty of white space.
- Videos can really be fun if short, evocative and if the tech is set up and tested before you start.
- End with an ask and a success story.

**#EDMNVOTES**

**#CHOOSEUNION**

