

# MEETING ANALYTICS

Use data and insights to refine and redefine your meetings to drive your business and cultural objectives.

Critical meetings drive your business outcomes and carry your corporate culture—especially in remote settings. Doing them well matters now more than ever.

McChrystal uses qualitative and quantitative assessments to understand the structure and behaviors that shape the meeting experience and outcomes. Our experienced leaders provide immediate feedback on performance, offer actionable guidance, and act as thought partners.

McChrystal's proprietary meeting analytics tools offer you data on meeting behaviors and performance, and crucial insights into your forums and opportunities for improvement.

From our work on the battlefield to Fortune 500 board rooms, McChrystal brings extensive and diverse experience in building effective meetings to achieve strategic priorities and strengthen culture.

## There are three simple components to our approach:

- 1 OBSERVE AND ASSESS** the current iteration of your most critical meetings to assess effectiveness and behaviors
- 2 IMMEDIATE FEEDBACK** for meeting facilitators on meeting structure and behaviors, and coaching tips and tricks
- 3 ACTIONABLE REPORT** from the custom analytics that highlight strengths and areas for improvement in behaviors and structures that drive meeting performance

## THE VALUE OF MEETING ANALYTICS

- Improve employee engagement in meetings
- Identify savings through better information exchange
- Drive better customer engagement by helping local teams share lessons learned and situational awareness

Our approach adds value across the spectrum of forums from executive leadership team and cross-functional team meetings to large organizational-wide operations forums.

McChrystal can provide immediate impact as well as transformational change if partnered longer-term. We provide you with observation and coaching on your identified meeting sessions, and develops a data driven report that highlights trends and recommendations for meeting improvement.



It's fascinating to see how you analyze our behaviors during a meeting. It zones in on exactly what we need to focus on to interact better as teams and that's going to make a difference."

- SENIOR LEADER