

## Tips for starting meetings with the Fundamental of the Week:

1. All scheduled meetings should begin with the Fundamental of the Week as the first agenda item.
2. The person leading the meeting should be responsible for seeing that this happens.
3. If there's a printed agenda, be sure to list this as the first agenda item.
4. Keep the discussion to no more than 3-5 minutes. If the discussion goes on too long, and begins to erode the time available for the rest of the agenda, you'll not want to continue the ritual.
5. If you're having a great conversation that you hate to stop, thank people for their engagement and suggest that anyone who can stay for a few minutes after the meeting is over is invited to continue the discussion where you left off.
6. The leader of the meeting should identify the Fundamental of the Week and then initiate the conversation.
7. The more interactive the discussion is, and the more people are involved, the better.
8. The leader may want to make a brief comment about what this Fundamental means to him/her, but then should quickly transition into getting others involved.
9. The best way to get others involved is to ask specific questions, e.g.:
  - a. Who has a story they'd like to share where this Fundamental was relevant recently?
  - b. Why do you think this Fundamental is important to our success?
  - c. What do you think will be the impact on our company if we don't practice this Fundamental successfully?
  - d. What do you find to be the most challenging about practicing this Fundamental?
  - e. What are some of the techniques you use to practice this Fundamental?
  - f. What can/will you do to increase your focus on practicing this Fundamental this week?
  - g. How do you think you can improve how well you practice this Fundamental?
10. After you've been doing this for a while, consider asking other employees to lead a weekly discussion. Give them some advance notice so that they can feel prepared. You'll find that the level of ownership they take over the Fundamentals changes dramatically when they're asked to lead a discussion.
11. These discussions are some of your best opportunities to teach and reinforce the Fundamentals. This is where you work through the subtleties, gray areas, and nuances of them. There are many layers of nuance to these, as you'll undoubtedly see.
12. Depending on each person's role, they may be in a fair number of different meetings in a given week and will therefore talk about the week's Fundamental multiple times. That's a good thing.
13. I would encourage you to continue the practice, even in a meeting with a customer, channel partner, or vendor/supplier. It will impress them and add to their impression of you as different and better than other organizations.