



The Meeting Innovation Company



We make it easy for teams to run  
successful meetings every day.

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# Who We Work With

## Small Businesses, Start-Ups & Change Agents

With more than 35+ years experience working with thousands of entrepreneurs across the globe, we help innovators gain the confidence they need to lead meetings that achieve their goals.

### OUR CLIENTS:

- Develop critical meeting skills and infrastructure
- Grow their teams
- Impress their clients
- Streamline operations
- Establish a healthy meeting culture

“Your guidance had an incredible impact on my team’s productivity. We resolve problems in real time, the daily huddles are incredible for connecting, and its made our strategic meetings more meaningful.

Teasing our operations and strategy discussions apart has been a game changer, and I can't thank you guys enough for sharing your knowledge and wisdom with the world!”

- Edwina Crawford, Director of Aboriginal Services NSW

## Mid-Market & Global Enterprises

We help organizations across industries and sectors improve their meeting operations, foster a healthy meeting culture, and develop meeting skills in their people.

### OUR CLIENTS:

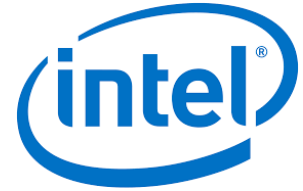
- Establish clear processes and a shared language for meetings
- Adopt performance standards that keep meetings productive, focused, and on target
- Achieve astounding ROI by eliminating wasteful meetings, cutting unnecessary technology expenses, and increasing the value of meeting outcomes
- Lead meetings that improve employee engagement and retention
- Establish systems to capture consistent meeting results and surface valuable intelligence

“Finally! Someone has done the deep hard work to figure out meetings. Lucid has done the world a huge favor by defining all the types of business meetings and the underlying “physics” of how they all work. Applying this “meeting operating system” has made a huge difference in our teams.”

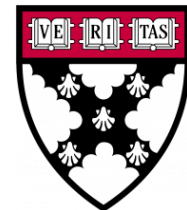
- Andrew Webster, Sr Agile Coach in the Fintech industry

*Organizations worldwide turn to us as the definitive resource for the insights, systems and capabilities development they need to ensure their meetings are reliably productive, engaging, and successful.*

### Sample clients



**VA** | U.S. Department of Veterans Affairs



**Inc.**  
**Forbes**

**B B C**

**FAST COMPANY**

**atd** Association for  
Talent Development

**CONSCIOUS  
COMPANY**

**IndustryWeek**

**CSU** The California  
State University

**BUSINESS  
INSIDER**

**SRM**  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

## Featured Products & Services

### Lucid Meetings Software

The recognized leader in online meeting management platforms, Lucid Meetings software is used by thousands of organizations to design, run, and track results for the day-to-day business meetings that power their success.



### Meeting School

Meeting School is the world's only online educational marketplace dedicated to making it easy for teams to run successful meetings every day.

FEATURING COURSES BY A GLOBAL COMMUNITY OF MEETING EXPERTS



### Meeting Culture Diagnostic

We help organizations pinpoint their current meeting performance maturity level and develop a tailored plan for adopting the desired meeting culture.

"We are very happy with the recommendations and observations report and feel that you are completely on the right track when it comes to our biggest potentials."

- Senior Communication Specialist at an International Retailer

### Meeting Performance Transformation

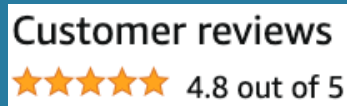
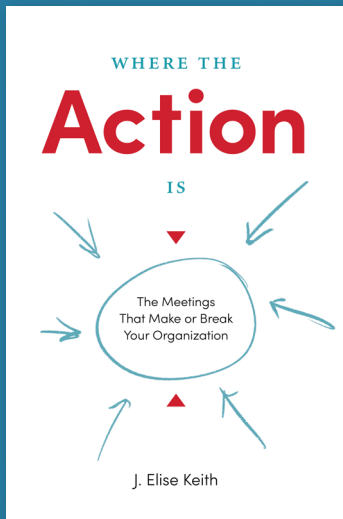
In this three-month program, leadership teams rapidly improve their meetings by intentionally designing a way of meeting that serves their teams and propels their progress on business goals.

"I couldn't be more thrilled. We completely transformed not just how we meet, but how we think about what it means to work together well."

- Nikki Reidt, COO Conservation Colorado

"We reduced our time spent in meetings by 30% and increased productivity by at least 40%. Now we're spreading those results through the rest of the city."

-Jeremy Talbott, Ports and Harbors Director, City of Valdez Alaska

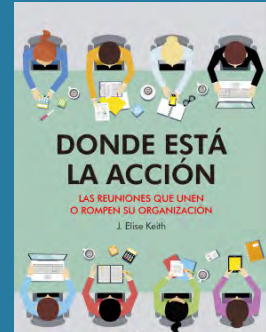


## Need help with your business meetings? We wrote the book.

“This book is golden. It’s deep, well-researched, and a joy to read. Keith breaks down every business meeting into a taxonomy that provides specific tips – not generic best practices – on formats, timing, and framing. You still may not love every (or any) meeting, but you will find value in the engagement and team performance in the meetings you do have.”

- Reach Partners, Inc.

Now available in Spanish.



## Company Data

Founded in 2010, Second Rise, LLC dba Lucid Meetings is a majority woman-owned small business headquartered in Portland, OR.

DUNS: 843543856

CAGE: 7MY12

NAICS

- 611430 Professional and Management Development Training
- 541611 Administrative Management and General Management Consulting Services
- 511210 Software Publishers
- 541511 Custom Computer Programming Services
- WBENC Certified WBE (Certification ID: WBE2003037), WOSB (Certification ID: WOSB202050)
- State of Oregon Certified ESB and WBE (Certification ID: 12306)



## Find Us Online

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