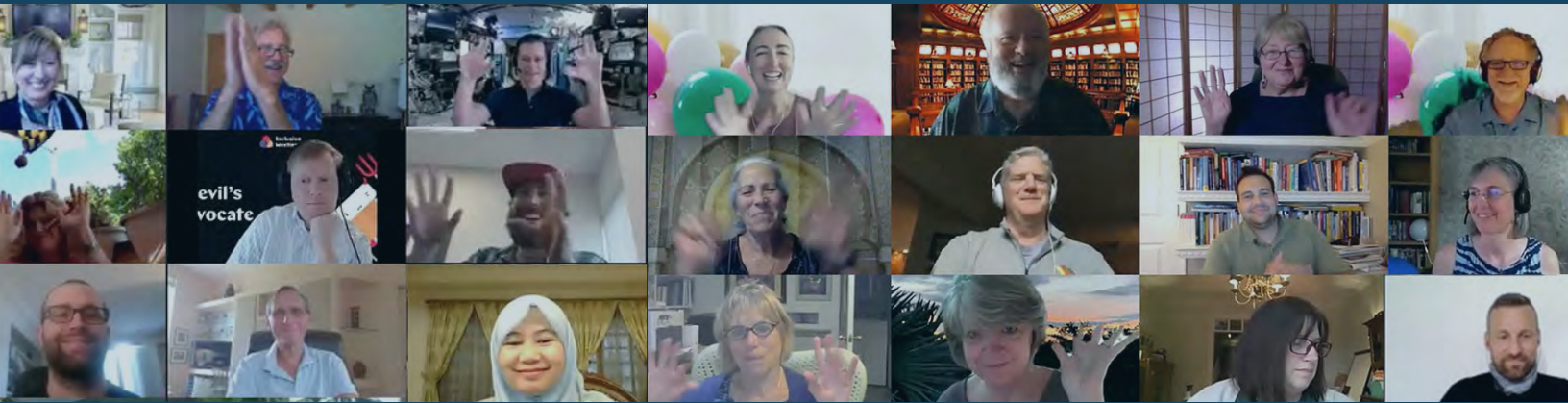




# Meeting School 2022 Course Catalog



# The future of work is here.



Organizations around the world are quickly adapting to new ways of working that are more complex, more distributed, and more dynamic. In response to these changes, today's workforce is meeting more than ever before.

Whether you're an independent contributor, team leader, business executive, or facilitator, Meeting School offers the skills training and education you need to develop your meeting literacy. Our suite of on-demand courses, live workshops, and instructor-led seminars give you access to the knowledge and skills needed to run successful meetings every day.

Learning is essential right now. Investing in professional development for you or your team is one of the most important things you can do. And of all the ways you can invest in your team, none will have a greater impact on your success than your investment in better meetings.

Today, most workers spend between 20% and 80% of each week in meetings, with that number increasing the higher up in the organization you go.

**Yet, fewer than 24% of meeting leaders receive any training in basic meeting skills.**

This means you have an opportunity. When you invest in meeting training for your team, you'll increase the value of the time you're investing in meetings. And because very few receive this kind of training, you'll be creating a distinct competitive advantage.

How can we help? Whether you want to improve your existing meetings, develop skills for running specialized meetings or workshops, develop your one-on-one management or interviewing skills, or learn the very latest in meeting and performance science, you will find a program suited to your needs.

We live and work in a time where workplace changes require constant learning and re-skilling. We are honored to partner with you as your organization develops your meeting performance in pursuit of your business goals.

Wishing you successful meetings every day,  
Elise Keith  
CEO, Meeting School and Lucid Meetings

Connect with one of our specialists to explore Meeting School's learning options. Contact [school@lucidmeetings.com](mailto:school@lucidmeetings.com) or [lucidmeetings.com/contact](https://lucidmeetings.com/contact) to learn more.

# Why choose Meeting School as your professional development resource?

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

For over 10 years, that's been our mission. We're a meeting innovation company, aggressively collaborating with researchers, business leaders, facilitators, and the larger community of people who believe meetings can and should be productive and engaging.

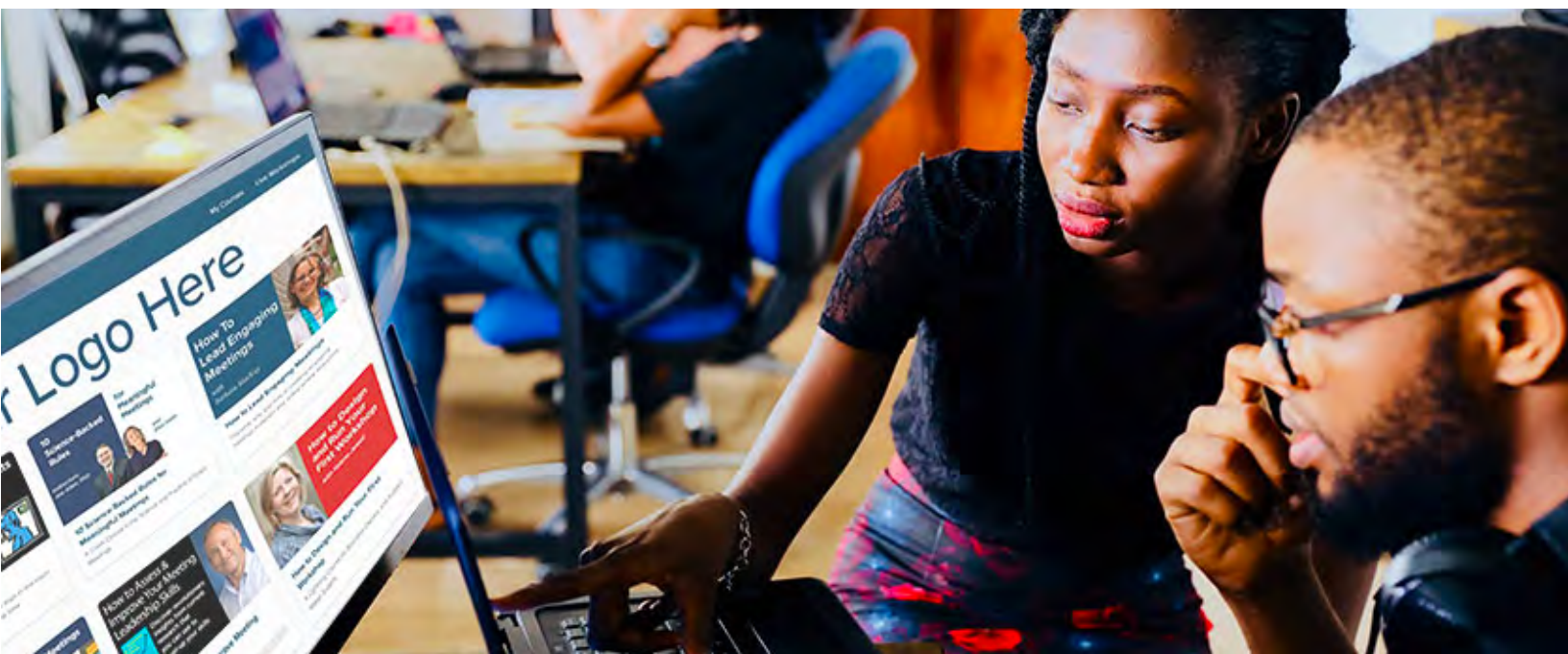
Today, thousands of professionals from around the world turn to us every year to learn how to lead great meetings with their teams.

## Immediately Actionable Training

Unlike the meeting training you'll find in most corporate training libraries, every Meeting School course comes loaded with ready-to-use resources, student discussion forums, and access to expert instructors.

### WHAT YOU GET WITH EVERY MEETING SCHOOL COURSE

- 1. Downloadable agendas, worksheets, templates, conversation guides, and planners.** We make it fast and easy for busy professionals to use what they're learning.
- 2. Discussion forums.** See questions and ideas shared by other students, and get answers to your questions.
- 3. Live skill-building workshops.** Dive deep with guest instructors and innovators from around the world in interactive workshops each month.
- 4. Expert support.** Meeting School is supported by a team of meeting experts who can solve technical problems and answer questions about how to apply the course content. Many instructors reply directly to student questions, providing a level of instructor access that you won't find in any of the mainstream training libraries.
- 5. Lifetime access and regular updates.** Instructors regularly update course material as the world of work evolves. In 2021, for example, many courses added guidelines for virtual workshops and hybrid meetings.



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Engage your team  
in live, instructor-led  
programs.

# How to Lead Engaging Virtual Meetings That Keep Your Team Aligned (Without Burning Out)

Learn how to make the best use of virtual team meeting time, then go beyond virtual meetings.

In this live, instructor-led workshop series, participants learn how to create a sustainable communications ecosystem for your team to strengthen collaboration, improve communications, and speed time to results across time and distance.

**Session 1:** How to design and lead virtual team meetings that keep everyone engaged and make the best use of everyone's time

**Session 2:** Draft virtual team operating norms to defuse tension, improve communication, strengthen collaboration, and galvanize team members to achieve shared goals

**Session 3:** Learn how to create a virtual team communications ecosystem that makes it easier, faster and more predictable for team members to give and get the information they need to get work done faster

**Session 4:** In this final round table discussion, participants share lessons learned, discuss what approaches worked (and which didn't), cross-pollinate knowledge, solve real-world problems and ask questions.

## OBJECTIVE AND OUTCOMES:

- Know how to schedule and lead online meetings that keep teams engaged while combating Zoom fatigue.
- Learn how to create a set of team agreements that prevent communication overload while ensuring everyone stays in the loop.
- Map your virtual team's communication architecture, identifying when and how to best use meetings, email, chat, systems-of-record, and other ways of communicating to ensure that the right information gets to the right people at the right time, with less effort and less stress.

*"It is a powerful learning journey working with Nancy. Her attention to detail, ability to collaborate and depth of knowledge have made all the projects we've collaborated on to date a success. Thank you for adding value at every turn!"*

– Amy Vine, Organizational Development and Learning Director, Commonwealth Care Alliance

## Instructor

Nancy Settle-Murphy  
Guided Insights



## Contents

- 4 90-minute live sessions
- 30 minutes live coaching clinics following each session
- Pre-workshop materials
- Technical hosting, interactive online activities, and session recordings
- Downloadable resources, case studies, and reports from all sessions, so your team can build on their work after the event

**List Price:** \$15,000 USD  
6 to 28 participants

## For

Teams making a long-term switch to a remote-only or hybrid workplace

# The Successful Meetings Quickstart

This workshop is designed to quickly get your group on the same page as you prepare to improve meeting performance across the organization.

This educational workshop introduces the key concepts and frameworks leaders must understand to develop a high-performing meeting culture.

Delivered as three (3) 90-minute online sessions, the Quickstart Workshop covers:

## SESSION 1: IMPROVING YOUR MEETING EXPERIENCE

Get in touch with “What’s in it for me” by learning what the science says makes meetings feel like a great use of your time. Then, work with your team to capture your beliefs about the current state, opportunities, and challenges in your meetings.

## SESSION 2: YOUR BUSINESS’S MEETINGS

Learn the four measurable ways meetings impact performance (ROI) and the frameworks for designing meetings to achieve your business goals. Then, use these frameworks to draft meeting processes for your business.

## SESSION 3: YOUR ORGANIZATION’S MEETING CULTURE

Learn how organizations use simple meeting agreements to maintain meeting performance and cultural alignment in complex-adaptive environments. Walk away with a draft set of provisional meeting agreements you can all use going forward.

### OBJECTIVE AND OUTCOMES:

- Participants will know how to structure and participate in a simple team meeting that engages everyone and delivers tangible results.
- Participants will learn how to calculate the ROI impact of meetings on their work.
- Participants will identify how their meetings impact both their personal and business success and identify target meetings to improve.
- Participants will co-create a set of draft meeting guidelines they can use when planning future meetings.
- Your team members will benefit from first-hand experience with simple techniques that make meetings more productive and enjoyable for everyone involved.

“I was really dreading spending a full day talking about meetings, but that was so much fun! I wish I’d found you guys earlier in my career. I’m recommending this workshop to my leadership team, and to several of my clients.”

– Mary Anne Cassin, Bond Program Manager at Portland Parks and Recreation

### Instructor

J. Elise Keith  
Lucid Meetings



### Contents

- Live Workshop:  
1 day on-site or  
3 90-minute online sessions
- Pre-workshop survey and meeting inventory
- Up to 40 live participants
- Technical hosting, interactive online activities, and session recordings
- Reports from all sessions, so your team can build on their work after the event

**List Price:** \$12,000 USD for up to 36 participants

### For

Teams working in mid-to-large organizations at the beginning of an internal meeting improvement program

# The Meeting Culture Transformation

Our most complete program is designed to help organizations quickly develop the skills and systems needed to produce immediate results and establish a solid foundation for scaling your meeting performance over time.

To achieve this performance, we work with your change leaders to run experiments, design new meetings, and establish a meeting system your teams can use for the long run.

## Program Contents

- An **Initial Evaluation** and strategy session, to establish a goals and a performance baseline.
- Program management
- The **Successful Meetings Quickstart Workshop** (page 20).
- Enrollment in the “**Essential Skills for Effective Meetings**” Online Course (page 6).
- **Six live 90-minute meeting design intensive sessions**, scheduled once every two weeks. Topics covered include:
  1. Eliminating Time Wasted in Unproductive Meetings
  2. How to Design a Meeting
  3. How to Design Meeting Flow Models
  4. Improving Decision Making in Meetings
  5. Establishing Informed Agreements and Meeting Rituals
  6. Final Project Showcase OR Special Session
- **Email support** and **two private 20-minute consulting sessions** for every participant
- Development of **individual and small group final projects**, creating new meeting resources for your organization.
- Pre and post-program strategic **Executive Briefings**, where we review your results and highlight opportunities to sustain your meeting improvement going forward.

Because of the intensive nature of this work and the focused attention we bring to your unique meeting culture, this program is limited to 28 participants.

“My team reduced the time we spend in meetings by 40%, and we’re more productive than ever.”

– Jeremy Talbot, Director Valdez Ports & Harbors

“I couldn’t be more thrilled with this program, both for our team and for me personally. It really has been work-changing.”

– Nikki Riedt, COO Conservation Colorado

## Instructor

J. Elise Keith and the Lucid Meetings Team

## Program Duration

3+ months

**Starts at:** \$40,000 USD for up to 28 participants

## For

Organizational leaders ready to implement meaningful change to meetings across the organization



# Designing Meeting Systems for Teams

Define the agendas, schedule, and systems your team will use to ensure your meetings succeed.

In this hands-on workshop series, team leaders design an approach to team meetings that's tailored to your unique work environment.

Each half-day session includes interactive instruction and dedicated time to create your plan.

## Session 1: Effective Meetings

Analyze how well your current meetings achieve your business goals and develop new agendas that optimize your results.

## Session 2: Efficient Meetings

Determine exactly how often and for how long your team needs to meet, and how you can increase efficiency by improving communication outside of meetings.

## Session 3: Resilient Meetings

Identify the strategies you'll use to introduce changes to your current meetings and the systems you can establish to ensure your meetings remain effective and efficient over time.

## Office Hours

After the workshop, gather with other participants to share your implementation successes and challenges, and get answers to questions.

## OBJECTIVE AND OUTCOMES:

- Walk away with a quarterly meeting schedule and custom agendas for your most frequent team meetings.
- Learn how to identify and correct problems with team meetings before they impact team performance.
- Outline the steps you'll take to introduce changes to your current meetings, and practice what you'll say.
- Connect with a network of peers and support one another as you implement your new plan.

"I wanted to say your information has been a game changer for my management team. We lacked structure and were trying to do too many things in one meeting every few weeks. It was a recipe for lost opportunities and delays in problem solving.

We're a different team now; one that can leverage everyone's skill and expertise by structuring our meetings better. The quality of our conversations has improved as has the speed in which we make decisions and deliver our services."

– Edwina Crawford, Director for the NSW Aboriginal Services Unit

## Instructor

J. Elise Keith and the Lucid Meetings Team

## Contents

- Live Workshops:
  - 3 half-day online sessions
- 2 60-minute office-hour sessions
- Technical hosting and interactive online activities
- 110-page PDF guidebook
- Digital copy of *Where the Action Is*

## Open Enrollment

\$797 USD

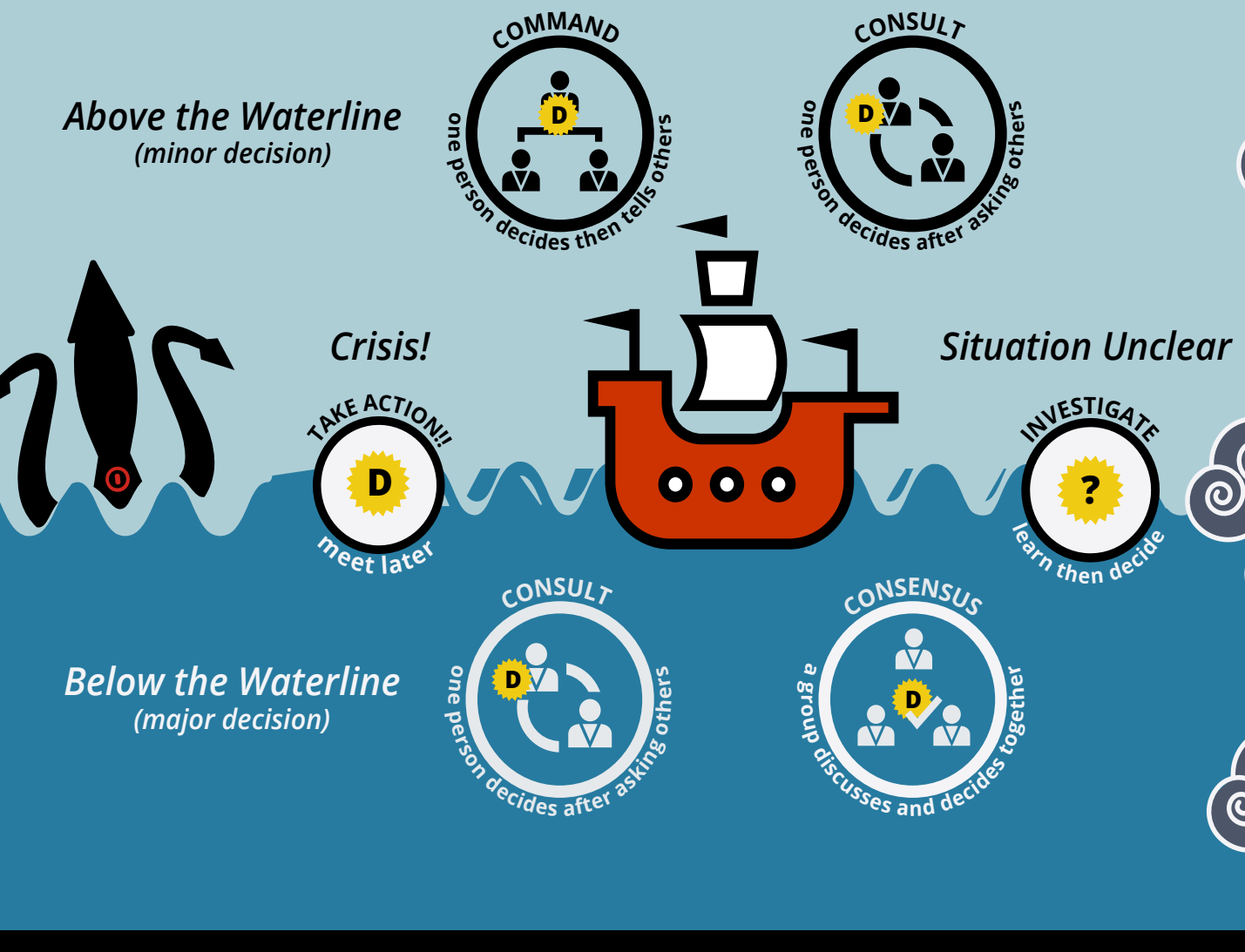
## Private Cohorts

\$12,000 USD for up to 18 participants

## For

Change leaders responsible for the meeting success of a team, group, department, or program

# Smarter Meetings, Better Decisions.



“There are only two things that determine how your life turns out: luck and the quality of your decisions.

You have control over only one of those two things.”

– Annie Duke, *How to Decide*

# Effective Decision Making with Groups

Learn how to establish a decision-making process that will improve the speed, quality, and buy in for your team's decisions.

This program begins with instruction in group decision-making methods, followed by immersive workshop sessions where leaders practice decision-making techniques in challenging (and fun!) scenarios.

## Intro to Decision Making

Live keynote or on-demand videos introducing the common pitfalls of group decision making and the four decision-making methods great organizations use to overcome them.

"This was an excellent talk. I honestly went into this thinking that I knew a lot about decision-making models, but I learned some new models as well as reinforcing what I already knew."

"I really enjoyed the practical feedback model and will be using it at my next meeting. I also used the technique for confirming commitment in a meeting immediately following the keynote."

## Workshop Part 1: Defining Your Team's Decision Making Processes

Identify the decisions your team's need to make and the process you'll use for each one. Then, work together to rapidly make decisions in challenging scenario-based exercises where you can practice your new process.

## Workshop Part 2: Developing a High-Quality Decision Making Culture

Learn how to build consensus and commitment to decisions, and create opportunities for your team to strengthen their decision-making capabilities.

### OBJECTIVE AND OUTCOMES:

Learn how to:

- Establish effective decision-making processes
- Engage your group in critical dialogue about your options
- Increase inclusivity, trust, and buy-in for your decisions
- Create regular opportunities to develop your team's decision-making skills

Walk away with:

- A step-by-step process for making your team's big decisions and templates for documenting and sharing decisions and leading decision-making meetings
- Strategies for improving the quality of your options and minimizing the negative impacts of cognitive bias
- Practice using techniques that elicit candid feedback and encourage respectful disagreement

### Instructor

J. Elise Keith and the Lucid Meetings Team

### Contents

- Intro to Decision Making
- Live Workshop:
  - 1 day on-site or
  - 2 half-day online sessions
- Technical hosting and interactive online activities
- Downloadable templates, worksheets, and reference material

### Open Enrollment

\$697 USD

### Private Cohorts

\$12,000 USD for up to 28 participants  
(\$15,000 with live keynote)

### For

Leaders responsible for their group's decision quality at work

Learn the skills  
you need to run  
successful meetings  
every day on your  
own schedule.

# How to Lead Engaging Meetings

Learn to bring a facilitator's mindset to your team meetings, and bring out your team's best ideas using simple, thoughtful engagement techniques.

Over 1,200 organizations have learned how to run engaging meetings from Barbara MacKay and North Star Facilitators. In this on-demand course, Barbara will show you how to:

- Ask great questions.
- Lead activities that work for participants with different thinking and learning styles.
- Structure your meetings to create irresistible opportunities for engagement.
- Run engaging virtual meetings that don't require fancy technology or lots of time.

## WHY TAKE THIS COURSE?

- Understand the reasons people engage in meetings and how to remove barriers that can prevent engagement.
- Get video demonstrations and instructions for verbal, visual, social, physical, and sensory engagement techniques.
- Learn how to adjust your engagement plan for virtual meetings, hybrid meetings, and face-to-face gatherings.

## WHO SHOULD ATTEND?

Whether you're a brand new team leader, or you're working with a new team that you're having trouble engaging, or even if you've been leading meetings for years and you're looking to upgrade your approach, taking this course will give you the practical skills and confidence you need to run more engaging, successful meetings.

"I love this course! I learned a lot of techniques about how to gather ideas from a group and get consensus around those ideas."

## Instructor

Barbara MacKay  
North Star Facilitators



## Contents

- 1+ hours of video instruction
- Quizzes to test your knowledge
- Downloadable PDF reference guides and worksheets
- Student comment forums and instructor feedback
- Lifetime access

**List Price:** \$197 USD

[View and Enroll Online](#)

# 10 Science-Backed Rules for Meaningful Meetings

Discover the meeting practices scientifically proven to increase your meeting success. Focused on practice and grounded in cutting-edge research, this course provides the “missing MBA” for today’s business meetings.

In this course, Joseph Allen, PhD and Elise Keith dive into the research behind 10 science-backed rules for meaningful meetings. Then, they share the stories and practices of teams who’ve successfully built these rules into their everyday meeting practice.

Each rule comes to life with a special guest lecture featuring master facilitators and international thought leaders from business, special operations, Harvard, and Stanford.

## WHY TAKE THIS COURSE?

- Learn evidence-based meeting practice and real-world examples from teams around the world.
- Gain access to leading researchers and practitioners in business communication, facilitation, and human performance.
- Join a vibrant community of past and current participants in live workshops and online discussion.
- Put the research into practice with weekly exercises

## WHO SHOULD ATTEND?

This course benefits anyone who attends lots of meetings. If you want to have a meaningful impact on your team’s meetings and you’re curious about why some meetings work and others don’t, this course is for you. Current students come from countries and industries all over the world.

## SPECIAL RESOURCES FOR COLLEGE COURSES

Business Communications courses that use this course as supplemental instructional material gain access to sample lesson plans, student project outlines, and discussion guides developed by instructors at Harvard Business School and the University of Utah.

“I liked everything about the course! As a result of attending this course, I gained new resources, access to amazing thinkers and practitioners in this area, and the course allowed me to create a valuable community of practice network.

Each module was engaging, easy to follow, and let me learn on my own time. Now, I’m more thoughtful about the design and purpose of my meetings, and more confident about choosing the right tools to support the purpose of any meeting I design.”

- Sue Mitten, Learning and Development Advisor, University of Regina

## Instructor

Dr. Joseph Allen &  
J. Elise Keith



## Contents

- Pre and post meeting performance survey
- 3 hours instructional video, and 11+ hours of guest lectures
- Practical action plan delivered in 10 email installments
- Detailed resources provided by both instructors, guest lecturers, and participants
- Vibrant student comment forums and instructor feedback
- Lifetime access

**List Price:** \$97 USD

[View and Enroll Online](#)

# Hybrid Meeting Essentials: Quick Tips for Fast Results

Mini-Course updated for 2022!

Hybrid meetings are some of the most challenging meetings to run. Success often requires the equivalent of planning three meetings at once: the in-person event, the virtual meeting, and a way of interacting that brings these together in real time.

When you implement the strategies you learn in this quick-tips course, you will run hybrid meetings that are engaging and successful, and avoid the many traps that dramatically reduce their effectiveness and harm your reputation.

## WHY TAKE THIS COURSE?

This course includes:

- Six short video sections that walk you through the opportunities and pitfalls of hybrid meetings, supported by short quizzes to test your understanding.
- Exercises to help you relate your learning to your real-life practice.
- Ten checklists for meeting leaders and participants, to ensure you are ready with the hybrid-meeting technology you'll need.
- A workbook that includes tips, summaries and references.

## WHO SHOULD ATTEND?

Leaders, facilitators, managers, and coaches will find this an invaluable source of guidance on how to make your hybrid meetings interesting, useful, and productive experiences that help you get things done.

“Love the mini course. Short, sharp and a powerful help to those that have hybrid meetings!”

- Ashley Meerloo, Business Coach, UK

“Highly recommended. There are some excellent practical ideas for making those awful hybrid meetings more effective. I particularly liked the basic approach of planning ‘remote first’. The course is well organized and structured with excellent, clear materials. I like the way it’s broken up into shorter ‘chunks’ so you can take a break if you need one - although it’s less than an hour long so probably not necessary.”

- Caroline Frost, Learning And Development Consultant

## Instructor

Judy Rees  
ReesMcCann



## Contents

- 30 minutes video-based instruction, delivered in bite-sized pieces for busy professionals
- Technology checklists for meeting leaders and participants
- Planning and evaluation worksheets for hybrid meetings
- Lifetime access

**List Price:** \$47 USD

[View and Enroll Online](#)

# Essential Skills for Effective Meetings

Learn to design and run effective everyday meetings that get work done and keep teams engaged.

In this self-paced program, you will gain foundational knowledge of six meeting skills everyone needs to know, including:

- How to define the purpose and outcomes for every meeting,
- How to create a great agenda (and when you don't need one),
- Simple techniques for engaging every participant,
- When to schedule meetings and how to ensure they run efficiently,
- How and why to record useful notes, and
- Publishing meeting notes to increase the value of your results.

## WHY TAKE THIS COURSE?

- Gain a complete understanding of the six essential skills required to lead effective meetings.
- Eliminate time wasted in unproductive meetings with the video guidance and step-by-step activities.
- Download detailed how-to guides for common meeting activities you can use to immediately improve your existing team meetings.
- Learn at your own pace, gain mastery through various interactive learning activities, and access a set of practical, Meeting School-exclusive tools to use on the job.

## WHO SHOULD ATTEND?

This foundational course is appropriate for anyone responsible for meeting success, including:

- Business and team leaders responsible for scheduling and leading everyday workplace meetings.
- Professionals seeking to improve their ability to participate effectively in meetings.

“This course is THE place to go for everyone that is interested in learning about effective meetings.

Somehow Elise manages to be very pedagogical and at the same time captivating, fascinating and even entertaining. Everything you will learn in this course—the six core competencies, the complete and extremely helpful materials and guides—will set you up for success in leading engaging and effective meetings.”

- David Román, Co-Founder, Soluciones en Facilitación

## Instructor

J. Elise Keith  
Lucid Meetings



## Contents

- Over 3 hours of video instruction
- Quizzes to test your knowledge
- 139 pages of PDF reference guides
- Downloadable worksheets for assessing your current meetings, planning future meetings, and capturing professional meeting records
- Student comment forums and instructor feedback
- Six reminder checklists sent by email over the course of three months
- Lifetime access

**List Price:** \$97 USD

[View and Enroll Online](#)



Master the  
meetings that build  
your team and  
support employee  
performance.

# Mind Reading for Managers®

This proven program takes managers step-by-step through five focused conversations that balance the needs of the organization with the needs of the individual.

Kim's simple, practical program has been used by teams around the world to increase performance, productivity, motivation, engagement, and psychological safety with their teams.

## WHY TAKE THIS COURSE?

- Set the bar and hold staff accountable for high performance (especially with a remote workforce).
- Implement effective, enjoyable 1:1 check-ins or provide a proven structure for your existing 1:1s.
- Replace (or improve) your performance review process.
- Increase employee engagement, motivation, productivity and performance.
- Understand and meet your team's needs (and manage their expectations when you can't).

## WHO SHOULD ATTEND?

All managers leading or supervising direct reports who are seeking a better alternative to traditional annual performance reviews.

"We've successfully used the Mind Reading for Managers / 5 FOCUSed Conversations™ program to completely replace our annual performance appraisals.

No one liked our old system and it was very time consuming for both managers and staff. Not only did this program achieve our goal of eliminating performance appraisals, we immediately noticed a 10% reduction in re-work after implementing this program, which has a direct impact to our bottom line.

Even our most skeptical of managers has come to embrace the monthly conversations."

– Robert Shelton FCA, CTA, GAICD Managing Director, DFK Everalls

## Instructor

Kim Seeling Smith  
Ignite Global



## Contents

- 3 hours instructional video based training, broken into quick learning bites
- 12 monthly email checklists laying out exactly which conversations to hold each month
- Conversation starters, exercises, and templates for each of the 5 FOCUSed Conversations™
- Lifetime access

**List Price:** \$747 USD

[View and Enroll Online](#)

# How to Discover, Interview, & Hire Amazing Remote People

Learn how to find great remote candidates and design an interviewing process that involves your team.

In this course, you'll learn a simple, organized process you can use to make sure nothing falls through the cracks – even if your team works across time zones and whether your team includes experienced interviewers or not.

## WHY TAKE THIS COURSE?

- Use a template to organize the entire remote interviewing process, from the review of applications through deciding on a candidate.
- Lead productive interviews that quickly separate great candidates from poor fits.
- Hold productive team meetings that get everyone on board with the hiring process.
- Avoid common problems unique to hiring for remote teams.

## WHO SHOULD ATTEND?

Hiring managers, HR directors, team leads, and interview teams, whether you're hiring your first remote team member, overhauling your in-person hiring process to work with remote candidates, or seeking to improve your existing remote hiring process, this course is for you.

“When I had to hire someone for my remote team, I realized my “Hiring How To” folder contained notes from Johanna’s articles and blogs. I feel confident to again go through the process of hiring a new contractor.”

— Mike McIntosh, Amway

## Instructors

Mark Kilby &  
Johanna Rothman



## Contents

- 2.5 hours instructional video-based training
- 5 meeting templates
- A guide to interview questions that work best in remote hiring and auditions
- Downloadable worksheets and resources, including a guide on how to map out time zones for the team and potential candidates
- Lifetime access

**List Price:** \$97 USD

[View and Enroll Online](#)

# How to Assess & Improve Your Meeting Leadership Skills

Over the past decade, a new science of meetings has emerged. Researchers now have insight into what makes a meeting productive, enjoyable, and successful. Scientists also know that when a meeting isn't working well, most often it's because the meeting leader missed a critical opportunity to set the meeting up for success.

Are you a good meeting leader? This is your opportunity to find out.

Reserve an hour to take this fast-paced course. Then, after some "home-work", discover your meeting strengths and learn where you have opportunities to grow.

## WHY TAKE THIS COURSE?

- Get an introduction to the richness of meeting science and how it can be used to solve common meeting challenges.
- Assess how you are doing as a meeting leader (strengths and growth areas).
- Learn evidence-based strategies to improve upon common meeting leader growth areas.

## WHO SHOULD ATTEND?

Business team leaders working in mid-to-large organizations, whether you've just started leading meetings, you've been leading meetings for some time, or even if you've been leading meetings for decades.

"This is a fantastic course that uses evidence-based practices to improve your meeting leadership skills.

Dr. Rogelberg takes you through some key learnings from his vast studies of the science of meetings (in a very friendly and amusing way), and then lands them by focusing in on our blind spots - that was a big "ah-ha" (what? I could be part of the problem?)

I liked the simple tools to guide you and help you understand your areas for improvement. I also appreciated the numerous ideas and especially knowing that they are based in scientific research.

If you want to be the best leader you can be, then take on your blind spot and take this course!"

- Maura O'Donnell, Co-Founder Facilitation Solutions

## Instructor

Dr. Steven Rogelberg  
author of *The Surprising Science of Meetings*



## Contents

- Mini-course with less than one hour of video instruction
- Downloadable meeting assessment tools and planning sheets
- Student comment forums and instructor feedback
- Lifetime access

**List Price:** \$47 USD

[View and Enroll Online](#)

Learn to run  
workshops that bring  
your unique expertise  
and services to life.

# How to Design and Run Your First Workshop

This lightning course provides business owners, subject matter experts, and learning professionals the guidance you need to create an engaging workshop that brings your expertise to life for your audience.

When designed and run well, workshops can be a fantastic business offering. When you host a good workshop, you can:

- Demonstrate confidence and knowledge in your area of expertise to a whole group of people at once.
- Communicate clear messages about your specialty in an engaging and enjoyable way.
- Generate dynamic and interactive discussions, adding value to any content you put in.
- Provide an instant networking opportunity - a chance for participants to get to know you, and each other.
- Grow your reputation and your business.

## WHY TAKE THIS COURSE?

- Achieve clarity around your workshop goals, structure your workshop, and discover new tools and techniques.
- Gain the confidence you need to run workshops seamlessly and generate that real workshop buzz, whether you're meeting on land or on line.
- Create your own vibrant and engaging workshops.

## WHO SHOULD ATTEND?

Developed for business leaders, subject matter experts, business trainers, and facilitators seeking to develop their first independent workshops.

“Helene’s help has been significant.

It’s not until you work with an expert that you realise how much more there is to facilitating and managing a workshop with inspiring and compelling content that motivates delegates into action. Helene’s help has been significant in shaping our Ready for Export workshops that help companies get started on their journey into international trade.”

- John Rubidge, Head of Innovation Services, UK Trade and Investment South West

## Instructor

Helene Jewell  
Jewell Facilitation



## Contents

- Short video-based instruction
- Complete checklists for workshop prep, logistics, and action planning
- Simple how-to guides for adapting engaging workshop technique to your content
- Case studies highlighting what works well and problems to avoid
- An introduction to group dynamics and troubleshooting guides
- Lifetime access

**List Price:** \$127 USD

[View and Enroll Online](#)

# Practical Service Blueprint Design

Learn everything you need to lead a workshop that generates actionable insights showing your team exactly what you need to do to improve your service experiences.

If you need to create a new service, identify ways to improve an existing service, or completely overhaul your service portfolio, this crash course in service blueprint design will show you the easy way to get it done.

## WHY TAKE THIS COURSE?

- Learn what a service blueprint is, what it's good for!
- Plan out your service blueprinting project.
- Learn how to facilitate a blueprinting session.
- Learn each step of the blueprinting process.
- Understand what to do with the output of your blueprint.

## WHO SHOULD ATTEND?

This is the complete how-to guide to creating amazing service blueprints developed for:

- Designers, project managers, and business leads new to service blueprint design
- Facilitators who want to gain proficiency in leading service design workshops as a service

“The Practical Service Design blueprinting guide and template made it quick and easy for me to start doing Service Design. Immediately, results were noticeable. The entire team felt more aligned and communication between service users and stakeholders flowed more freely. The Practical Service Design blueprint tied the knowledge we gathered throughout the project to the user interface designs and became a living document everybody on the team would reference to track progress, induct new team members, and communicate the end goal.”

- V.G., Government Design Strategist

## Instructors

Erik Flowers (Mural) &  
Megan Miller (Stanford  
Design School)



## Contents

- 2 hours instructional video-based training, including a guided walk-through for facilitating each workshop step
- Complete checklists for workshop prep, logistics, and action planning
- Workshop templates and downloadable facilitation guides
- Guidelines and resources for running this workshop online
- Lifetime access

**List Price:** \$147 USD

[View and Enroll Online](#)

# Workshop in a Box: Artificial Intelligence Strategy

Learn everything you need to create a strategic Artificial Intelligence roadmap in one day. This training and toolkit gives you everything you need to run a full-day workshop and, at the end, have a prioritized roadmap of AI opportunities that you can start implementing immediately, in an ethical-first way.

## WHY TAKE THIS COURSE?

When you lead this workshop, you will gain:

- A fast track understanding of AI that level-sets the group, no matter what their level of technical understanding is—what is and is not, in a simple, human-centered way, and a common language for talking about AI
- Executive and senior level buy-in for your direction and roadmap
- A shared, cross-functional understanding of the highest priority solutions to your challenge and why AI is the right path
- A heat map of the most inspirational and impactful opportunities that could be unlocked using AI
- A risk assessment that sets the stage for the unique governance requirements of ethical AI development
- A set of prioritized “do now” opportunities that can be translated into tangible action plans

## WHO SHOULD ATTEND?

This complete ready-to-run workshop is ideal for:

- Business leaders responsible for their organization’s product or services roadmap
- Facilitators who want to gain proficiency in leading service design workshops as a service

“Helen and Dave delivered a brilliant session for our 500-person advertising team at The New York Times. For businesses not inherently rooted in technology, there is perhaps no phenomena as alluring in its potential, inevitable in its advance and utterly terrifying by virtue of its technical and moral complexity as artificial intelligence. Dave and Helen delivered a uniquely engaging session that addressed this exact complexity and everyone came away from the workshop more optimistic about the role AI will play in our business moving forward.”

– Zazie Pence, Talent and Culture, The New York Times

## Instructors

Helen and Dave Edwards  
Sonder: A Decision Design  
Company



## Contents

- 1.5 hours instructional video-based training, including a guided walk-through for facilitating each workshop step
- AI Video explainers you can use in your workshop
- Posters and Mural templates you can use to support beautiful, effective design-thinking collaboration
- Written instructions and all the templates you need to plan and run the workshop
- Tools to capture metrics that matter once the workshop is done
- Lifetime access

**List Price:** \$97 USD

[View and Enroll Online](#)



# Engaging Online Events: The Complete Step-by-Step Guide

If you have experience bringing people together to learn from each other, this course will teach you a simple yet super-effective recipe for quickly creating powerful connections across groups online.

Judy Rees walks students through the process, step-by-step, showing exactly how to plug in your content, for your groups, to deliver the maximum possible impact.

This recipe delivers clear results whether your group is made up of customers, colleagues, professional partners, donors, board members, campaigners or students, and wherever they are in the world.

## WHY TAKE THIS COURSE?

- Learn how to structure engaging web events that delight the participants - including presenters and sponsors.
- Choose and use technology to create a seamless experience for everyone involved.
- Persuade your participants to stop spectating and to turn up prepared to participate, with their video cameras on.
- Handle button-pressing overwhelm and manage inevitable technology problems.
- Skip the 'tumbleweed moments' and get people talking - but nobody talking too much.
- Package your unique content so that it works effectively online.
- Go straight to solutions that deliver reliably, and avoid embarrassing rookie errors.

## WHO SHOULD ATTEND?

Organizers, presenters, trainers, and facilitators looking to bring more engagement to online seminars, workshops, board meetings, training, and other high-stakes events.

“Two things happen when you take this course. First, you gain an awareness for how terrible most online events are (including your own). Second, you learn what it actually takes to rise above the status quo through participatory methods.

Judy shares the knowledge and experience you need to run better, more humane events that bring people together and leave them better off.

Believe me, it makes worlds of difference.”

– Ben Mosior, Principal Consultant, Hired Thought

## Instructor

Judy Rees  
ReesMcCann



## Contents

- 4+ hours video-based instruction, delivered in bite-sized pieces for busy professionals
- Complete checklists for workshop prep, technical setup, and troubleshooting
- A library of templates to smooth planning and communications before and after your event, including a tried-and-tested budget template
- Access to the vibrant Remote Together community of practice, where over 600 online meeting leaders share their best ideas for leading great online events
- Lifetime access

**List Price:** \$197 USD

[View and Enroll Online](#)

# Ready to get started?

## Here's how our process works.

### STEP 1. CONTACT US

By email: [sales@lucidmeetings.com](mailto:sales@lucidmeetings.com)

Web: [lucidmeetings.com/contact](https://lucidmeetings.com/contact)

Phone: +1 (877) 291-2384

Let us know:

- Which course(s), programs, or services you're interested in
- How many people you'd like to include
- Your timeline

Not sure which offering is right for your team? Get in touch.

We'll happily answer all your questions and help you find the best fit for your needs - even if it's not one of our courses!

### STEP 2. PROPOSAL OR QUOTE CO-CREATION

We'll create a proposal or quote with you that you can share with your internal team. We'll co-create this together, so there will be no surprises.

Your quote will include any group or special rate discounts. **Discounts begin at 20%.**

You'll receive a copy of this proposal by email.

### STEP 3. APPROVAL AND INVOICING

Your team will approve the proposal and send invoicing information.

### STEP 4. SCHEDULING AND SETUP

Once the invoice has been issued and approved, we'll set you up. For live programs, we begin scheduling after invoicing. You'll receive enrollment information for on-demand courses immediately.

### STEP 5. LEARNING BEGINS!

You and your team begin your learning adventure!



# The Meeting Innovation Community

Looking for what's next?

Join the Meeting Innovation Community where we experiment, share bite-sized learning, and host free live workshops every month with meeting leaders from around the world.



[meetinginnovation.community](https://meetinginnovation.community)



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

## Lucid Meetings

DUNS: 843543856

CAGE: 7MY12

NAICS: 611430, 541611, 511210, 541511

WBENC Certified WBE (Certification ID: WBE2003037), WOSB (Certification ID: WOSB202050)



### Find Us Online

Main Website  
[lucidmeetings.com](http://lucidmeetings.com)

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On-Demand Training  
[school.lucidmeetings.com](http://school.lucidmeetings.com)

Speaking  
[jelisekeith.com](http://jelisekeith.com)

[sales@lucidmeetings.com](mailto:sales@lucidmeetings.com)  
+1 (877) 291-2384

## Meeting School is brought to you by Lucid Meetings

Second Rise LLC, dba Lucid Meetings, was founded as a limited liability partnership in 2010. Over a decade later, we remain under the management control of our original founders, J. Elise Keith and John Keith.

As a remote-first company, our delivery team works from locations across the globe. In addition to Meeting School programs, we offer meeting performance diagnostics, consulting, facilitation, and advisory services, and meeting management software.

### Sample Clients



"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

"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, IKEA

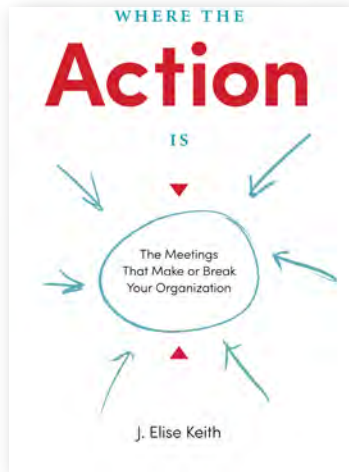
"This was an EXCELLENT session! I'm already getting thank you email from attendees for the great presentation and insights. Elise did an incredible job delivering value for everyone who joined."

- Jennifer Wicks, L&D Executive, CSU Office of the Chancellor

"I liked everything about these courses! Each module was engaging, easy to follow, and let us learn on our own time. Now, my team is more thoughtful about our meetings, and more confident about any meeting we design."

- Sue Mitten, L&D, University of Regina





## 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.

### Customer reviews

★★★★★ 4.8 out of 5

Ahora disponible en español.



CONTACT US AT [LUCIDMEETINGS.COM/CONTACT](https://lucidmeetings.com/contact)

WE'D LOVE TO WORK WITH YOU.