



8 Deadly Diseases In Meetings

By Brantio

Blurry Presentations

People can't see.



Symptoms

People aren't paying attention. Some multi-task. Many stay quiet.

Root Causes

Presentations are hard to follow. Listeners don't receive a clear roadmap. Goals and conflicts aren't clear. People don't know what's at stake for them.

Treatment

Be simple, surprising, and answer the question, so what? Make goals and conflicts clear. Grab attention with power openers using stories and provocative questions.



Fluff

Conversations lack nutrients.

Symptoms

People give long, winding answers without substance. They focus on being visible instead of contributing meaningfully. People's eyes roll.

Root Causes

People don't realize how long they talk. They don't want to leave out details. It's uncomfortable to interrupt them. Ideas aren't structured in a clear way.

Treatment

Practice timed answers. Use frameworks to focus people's attentions like past/present/future. Practice eliminating details. Assign a team member to be Time Master to facilitate.

Boredom

People tune out.

Symptoms

People aren't excited to go to meetings. The room is quiet except for the talkers in the group. Memory and recall are poor.

Root Causes

There's meeting fatigue. Conversations are too clinical with no emotional or multi-sensory anchors.

Treatment

Wrap critical messages in stories, analogies, and provocative questions. It's not what you say, it's what people remember. Shorten meetings.

A dentist in teal scrubs and a surgical cap is performing a procedure on a patient lying in a dental chair. The dentist is wearing white gloves and using a dental instrument. Another person in teal scrubs is assisting. The patient has their eyes closed and appears to be in discomfort. The background is a typical dental office setting.

Asking Hard Questions

When people prefer to to see the dentist then address the elephant in the room.

Symptoms

Preventable mistakes happen because people are uncomfortable voicing hard questions.

Root Causes

People don't have an approach to soften sensitive questions and build trust.

Treatment

Use softening phases and open-ended questions like "How open are you to ...". Use an open, curious tone. Praise people for asking hard questions.

Question Dodging

A close-up photograph of a person's hands holding a bright green ball. The ball has a simple, sad face drawn on it with black lines. The person is wearing a blue wristband on their left wrist and has white band-aids on the index and middle fingers of their right hand. The background is blurred, showing what appears to be a gymnasium floor.

People are in a rush to answer.

Be in a rush to understand.

Symptoms

People often don't address the real question. Concerns remain unresolved.

Root Causes

People are in a rush to answer before understanding what the real question is. They rarely check if the answer was sufficient.

Treatment

SPA: Summarize the question. Probe to make sure you're answering the real question. Answer. Confirm whether you answered the right question.

Volcanic Reactions



Feelings build up, then explode.

Symptoms

People are reluctant to push back. Tension simmers but doesn't get addressed until there's blowback.

Root Causes

People react defensively when there's pushback. Leaders don't actively encourage sharing contrarian opinions and reflecting emotions.

Treatment

Label, acknowledge, then explore emotions. "It sounds like ... makes sense ... tell me more."

Assign someone to be the devil's advocate to encourage others to share contrarian views.

A photograph of a crowded train car, likely in Japan, showing people holding onto handrails. The scene is filled with people, and the focus is on the dense crowd. The text is overlaid on the image.

Overcrowding

No space to really think.

Symptoms

Not everyone has a chance to share their opinions. Issues stay at the surface level. Easy for people to “hide.” People have meeting fatigue.

Root Causes

Hard to say no to people. Unaware how adding just a few extra voices can slow things down.

Treatment

Limit the number of people. Have some people come in just for the part they’re needed. Create small breakout groups.

Broken GPS

People get lost, sidetracked, and don't reach their destination.

Symptoms

The few dominate the many and hijack the meeting. Quiet people are left out. Meetings go long without accomplishing the goals.

Root Causes

Difficult for the person leading the meeting to also manage everyone. No rest stops to reassess priorities.

Treatment

Assign specific roles like time keeper, devil's advocate, and Robin Hood (steal from the attention grabbers and gives back to the quiet). Rotate roles.

You did it!

You didn't have to download this packet.
To read this far. To take time and more
importantly, attention, out of your day.

But you cared. Cared enough to want to
make a difference.

The world needs more people who care
like you. To step up. To take the leap.

With gratitude.

- Anwell Tsai
Founder and CEO of Brantio
www.brantio.com

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