



[Home](#) / [Expert Talk](#) / [Expert Talk Categories](#) / [Growing Your Business](#) / [Thinking Strategically](#)



3 Reasons We Avoid Strategy Meetings - How To Make Them Matter

By [Rosie Yeo](#)

A leader's primary role is to set the right path forward. The strategies most likely to succeed are the plans designed together with those who know your organisation best - your people - and this doesn't happen by itself.

Committing the time to create your organisation's best future is so important. Yet, in the past two years, many leaders have postponed their conversations about long-term strategy or avoided them altogether.



Three reasons why leaders avoid strategy meetings

1. We don't have the headspace right now

In the middle of a crisis, it's hard to find the space and time to focus on long-term success. Every time you make a decision there is a risk it won't be right, and in the midst of uncertainty our risk radars are over-sensitised. But we're two years into the pandemic (and centuries into global uncertainty). If we can't look further ahead now, then when can we?

2. We feel constrained by the process

All too often strategy meetings become a blur of Powerpoints, dot-points and laboured points. Amidst masses of information and complex frameworks the conversation can become tense, confusing, or circular.

3. We're not convinced that anything will change

How many meetings have you attended that had a brainstorming session that listed multiple ideas, followed by spirited debate about the pros and cons of some options, and then... nothing? Maybe an agreement was reached to further consider all the options. Or a generic consensus statement was produced that offended no one because all the specifics had been omitted.

All too often people leave strategy sessions unclear about what they are supposed to do next or not genuinely committed to action. Is it any wonder that people then become cynical about the value of participating in these sessions?

Creative collaboration on strategy has the potential to transform the future of your organisation by surfacing great ideas and reaching genuine consensus on the pathways to bring them to life.

Raising your expectations about what can be achieved from your strategy meeting is the first step towards creating more powerful strategy. Then it might be time to rethink how you lead your strategic conversations.

How to make strategy meetings matter

1. Simplify the process

There are plenty of excellent strategy frameworks available, but leaders need to focus first on identifying the key strategic questions that need to be answered. Then leaders can choose a process or framework that helps find solutions, preferably one that limits the jargon and helps move the conversation forward.

2. Provide creative space and time

If you are running your strategy meeting like every other meeting then there's a good chance the ideas coming out of it are going to be the same as every other meeting too. You don't need to move too far out of your comfort zone to introduce some effective creative prompts. Try including visual prompts, asking questions differently, and seeking diverse opinions. It's not frivolous to make the conversation engaging - it's essential.

3. Build commitment with clear decisions

Clarity is the unsung superhero of strategic planning. While the ideas we deal with in strategy can be complex, ultimately the outcomes of strategic conversations are only useful if they are clear and precise.

we have the capability within ourselves and our organisations to become more powerful strategists, to unleash more creativity, to become clearer about what's most important and to build momentum for change by reaching powerful agreements to act.

It's time to start focusing on our long game again. It's time to expect more of, and invest more in, our leadership of strategic conversations.

Author Credits

Rosie Yeo, author of *Go For Bold: How to create powerful strategy in uncertain times* is a strategist and facilitator. She designs and leads strategic planning in boardrooms and executive offsites and injects energy and focus into larger meetings and complex policy consultations. She is known as a strategy alchemist because of her skill in helping leaders and teams collectively imagine and achieve a better future. Visit www.rosieyeo.com.au.

Read similar articles



Wise Leadership In The Age Of AI

Monday 21 February 2022

Are the robots coming for your job? Yes and no.



How To Commercialise Conversations To Win More Work

Monday 29 November 2021

The rules of the game have changed (again) and (again). COVID-19 has flipped the world order on its head and is continuing to throw obstructions and opportunities at us. So - what now? How will your business stay afloat and how do you emerge stronger?



Transitioning From Old Business Models To New

How much of your current strategy will help you compete in the digital economy? And what have you done over the last few years?



Featured Article 1

Increase Innovation Success With A Behavioural Change Program



Featured Article 1

3 Reasons We Avoid Strategy Meetings - How To Make Them Matter

The CEO
Institute
A Meeting of Minds

Learn, Grow and Connect with Like-minded Peers

CEOs, business owners and senior managers from around the world can benefit from our programs that are now also being offered virtually.

[LEARN MORE](#)

The Psychology Of Critical Decision-Making

Presented by Ric Willmott, Executive Wisdom

Decision Making

Presented by International Institute of Directors and Mentors

Passion: The Key To Your Sustainable Competitive Advantage

Presented by Charles Kovess

What Real Leaders Do And Fake Ones Don't

Presented by Ian Barry

Encore Effect

MARK SANBORN

[Don't Show Again](#) | [Register](#)

Register for our FREE Newsletter
and receive free Leadership Resources!



3 Reasons We Avoid Strategy Meetings - How To Make Them Matter



A Fresh Start



The Importance Of Celebration In The Workplace



Increase Innovation Success With A Behavioural Change Program

<p>The Psychology Of Critical Decision-Making Presented by Ric Willmott</p>	<p>Decision Making Presented by International Institute of Directors and McKinsey</p>	<p>Passion: The Key To Your Sustainable Competitive Advantage Presented by Charles Kovess</p>	<p>What Real Leaders Do And Fake Ones Don't Presented by Ian Berry</p>	<p>Encore Effect MARK SANBORN</p>	<p>Don't Show Again Register</p> <p>Register for our FREE Newsletter and receive free Leadership Resources!</p>
---	---	---	--	---------------------------------------	--