

Meetings That **Matter**

Gain clarity.
Create alignment.
Take efficient action.





Meeting drain is something we all know too well.



WHY AM I HERE?
I HAVE A MILLION OTHER THINGS TO DO...

70%

Of employees think meetings are ineffective

MIT Sloan Review, May 2022

18
Hours

Employees spend nearly half their week in meetings

Bloomberg, September 2022

\$100M

Noncritical meetings cost large organizations millions

Bloomberg, September 2022



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Collaboration
challenges multiply
with every new
project and client
that's added.



Multiple work
streams to
manage every
day



More time
spent in
meetings



More stress &
less time for
productivity



There's a better way to move work forward.



Gain clarity for teams and clients.

Help teams identify the critical players to include and when to actually meet (versus sending an email, Teams, or Slack). And differentiate your service delivery for clients with a more efficient meeting approach.



Create alignment on what matters.

Use a structured, repeatable meeting process to ensure every idea is heard and then align participants on the best solutions to act upon.



Take focused action to get results.

Move ideas into action through clear decision-making with prioritized timelines to move work forward (rather than meeting just to set another meeting).



TRAINING FOR ALL TEAMS

Meetings That Matter for Internal Teams

Move away from the free-for-all approach of internal meetings to create efficient, structured working sessions where work actually gets decided and done.

Topics Could Include...

- Understand why our brains aren't designed for traditional meetings
- Rethink meeting culture to create new processes on when & how to meet
- Determine which key players to invite and how to invite them
- Identify the Driving Question shaping how each of us perceives & processes information
- Introduce the Gather - Ideate - Act framework to ideate and discern solutions and move work into action



TRAINING FOR TEAM LEADS

Meetings That Matter for Clients

From project kickoffs and brainstorms to strategy sessions, this hands-on training teaches leaders how to facilitate high-stakes meetings for your most essential clients and partners.

Topics Could Include...

- Understand the essential elements of leading client sessions, including who to invite and why participants' Driving Question matters
- Delve deeper to facilitate sessions using the essential Gather - Ideate - Act framework to ideate, surface problems, and discern solutions
- Discover how to guide clients in shifting proposed solutions into prioritized actions to move work forward
- Practice hands-on facilitation of exercises through each aspect of Gather - Ideate - Act framework (final day of training)

> Ideal for all levels of leaders who lead client meetings

> Customizable based on your needs and timeline

> Best as live delivery onsite but can be delivered virtually



Meet Lara

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Lara Hollers is an award-winning communicator, speaker, and consultant who empowers communicators, marketers, and creative teams to take back their focus, time, and creative confidence.

Over her 25-year career, Lara has worked on practically every side of communications—from content strategy, editorial production, and agency account services to standing up in-house communications programs.

She's supported a broad portfolio of clients—including start-ups, higher education, private companies, and Fortune 500 global brands, such as Hewlett-Packard, Cisco, Microsoft, L'Oréal USA, Tyler Technologies, and Corner Bakery.

With this blend of agency and in-house experience, Lara brings an insider's view into what drives creative teams—including why they thrive and where they struggle. She draws on this insight—along with a deep background in facilitation, training, and coaching—to spark ahas and deliver powerful how-tos.

It's safe to say Lara's passion for creativity and storytelling runs deep. It's why she earned a bachelor's in journalism from Texas A&M University. Over the years, her creative work has garnered more than a dozen communications and marketing awards.





25+

YEARS OF EXPERIENCE

300+

CLIENTS SERVED

1M+

WORDS WRITTEN

12

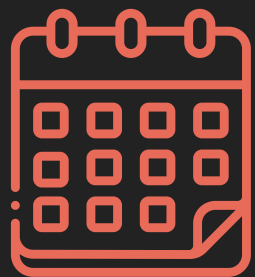
COMMUNICATIONS & MARKETING AWARDS





LARA HOLLERS

Ready to explore your session?



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LaraHollers@Gmail.com



[linkedin.com/in/larahollers](https://www.linkedin.com/in/larahollers)