After the Meeting, What?

Now the letdown. The meeting is over and you are home. Problems of the business you relegated to the back of your mind for a few days are more pressing than ever. Now what?

Maybe it's at this point that you have the chance to capitalize on the true worth of the meeting. If it was like many conventions, annual meetings, or workshops of today, it offered much in the way of methods, technology, business principles, and the chance to compare notes with others in the same business as your own. This being the case, it was likely a valuable session for you.

But now that you are back at the ranch, do your plans include getting full value by sorting out any new information in your own mind, deciding what might apply to your own operation, and then sharing this with your employees, or at least with key employees?

We believe this after-meeting session with your people can be the most productive result of a meeting. It offers you the chance to discuss methods, ideas, new ways to increase business, etc., on your home grounds with those who best know your operation and who best know your clientele. You can localize the regional or the national viewpoint.

Doing this takes some planning. You need to look ahead to the after-meeting session during the course of the "big" meeting. Take-home materials are usually abundant. Pick them up for illustrations to use with your own employees. Take a few notes. Anticipate questions your staff will have. Discuss these informally with other delegates at the meeting. Your employees, as you yourself, may be able to benefit from this second-hand information.

Talk to the equipment and chemical suppliers. They attend meetings expressly for this purpose. Suppliers and company representatives welcome the chance to discuss problems you may have experienced, about new uses of their products, or simply how to get the maximum percentage of use from a product.

Once you are home, you'll find your own crew will be interested in this information. And if and when you buy that new equipment or try that new chemical, because they have been involved, your employees may be just as interested as you in seeing that it works properly.

If you haven't tried an after-the-meeting session with your own employees, you may be passing up the chance to fully capitalize on meeting information.