Keep meetings for the 3d’s

3d’s = important decisions, debates, and discussion

One-way door decisions. Irreversible choices, like who to hire as your next COO.

Big debates. Should your primary brand color be blue or green?

Getting unblocked. You’ve been going back and forth, but you can’t make progress.

Creative brainstorming. Generating ideas for your next campaign.

Kick-offs, first-time meetings, and 1:1s. When you need to build trust, face time can help.

Sensitive or challenging topics. Personal issues or performance feedback.

Handle non-3d meetings async

Say it over chat, email, or a doc.

Status updates and FYIs. Send info shares with your project management tool, email, or chat.

Getting feedback or support. Ask them to review it in a doc, or send a support request via Jira/Epic.

Sharing a proposal. Write a (concise) draft in a doc, then gather feedback asynchronously.

Two-way door decisions. Should the button say “buy” or “purchase”?

Quick, straightforward questions. Such as: When does your team want to have the next meeting?