

PAGE Audio #3 Script

This script is from the ICON9 Learn As You Go Audio series.

Welcome to the third example for the PAGE tool in the ICON9 learn as you go audio series.

In this example and the one after it, we will look at the use of PAGE in a *passive* mode, simply checking that whoever has taken the lead of the meeting covers all the essential points captured in the page acronym.

However, we will pay particular attention to situations where it is necessary to switch to a *reactive* position. I may *react* to the meeting leader in order to protect myself from a potentially inefficient encounter and, for this reason, I often call this way of using PAGE the *defensive* mode. It is worth noting that, by using PAGE in this mode, I am heroically defending *everybody* in the meeting!

Here is my example for the defensive use of PAGE in a short meeting. It's a replay of the example that we saw two audio tracks back, where I'm phoning an existing client, as I do regularly, for an update on progress and plans. This time, however, it's my client who takes the lead ...

Once the call has started and we've exchanged greetings, they leap into the heart of the meeting by saying, "I guess we should get started then. We had one or two problems with that software you delivered last week. For starters, the file format was a bit strange ...".

At this point, it would be *so* easy to follow my client's lead with something like, "Strange in what way?" Although this may be a natural response, it will lead me into a discussion of detailed points that could go anywhere and take any amount of time!

But, My objectives for this call are: firstly, to check that the software delivery we made last week was okay; secondly, to let my client know one or two bits of news and; finally, to agree on a date and place for our next face-to-face meeting.

Furthermore, I had only expected a 30-minute call.

The golden rule at this point is to *acknowledge and note* the client's point, and *get agreement to put it on hold*. I could say, for example:

"Ouch, that sounds like a good agenda point. I've just written it down. How much time do you think we'll need to discuss it?"

Now, this is not a PAGE, of course, but it is going in that direction. Let's assume that my client replies, "Oh, about 10 minutes", then I would be in a position to say:

"Ok. I was going to suggest about that we could take about 30 minutes for our regular sync up, but perhaps we should budget 40 and start with the problems you are seeing. Would that work? I'd also like give a couple of bits of news, and agree arrangements for our face to face meeting next month. Is there anything else you'd like to cover on the call all?"

I am sure that you recognize all the elements of PAGE in here, and I hope you agree that the way in which I take over the introduction to the meeting is polite and helpful.

So that's my example. Now it's your turn.

Please imagine a situation where you will have a *passive* role in a *short* meeting. Who is the client and what is the context?

<pause>

Imagine that you've made initial contact, exchanged greetings and that your client dives straight into a discussion topic. What do *they* say, and how do *you* react?

<pause>

Given your reaction, what do you expect the client to do and say? Do you expect them to accept your intervention, be surprised by it, object to it? ...

<pause>

Now that you have successfully paused the proceedings, what do you say to get the meeting back on track?

<pause>

Okay. Now let's just quickly check that all the necessary elements were in there.

How was the Purpose defined?

<pause>

What about the Agenda?

<pause>

The Goals?

<pause>

And where did you invite an Endorsement?

<pause>

Phew! That was a bit more complicated than the examples from the previous tracks, but I hope it served to illustrate a very important use of PAGE, as a defensive weapon! In the next audio, we will look at how to wield it in longer, more complex meetings.

720 words