Use Case: How MeetingQuality is deployed within a Strategy Team
This document illustrates the steps a Strategy Development Team would follow from issuing meeting invitations, to receiving and submitting the assessments, to receiving and utilizing the metrics and reports.

1. Strategy Team adds one additional email address to team’s meeting invitation (stratdev@meetingquality.com)

2. As meeting begins, Strategy Team members receive an email with a 4-question assessment

3. When meeting ends, attendees complete their meeting assessments (taking 45 seconds or less)

4. MeetingQuality’s secure server aggregates the results using proprietary and Social Network Analysis algorithms and applies Artificial Intelligence (IBM Watson) to the action items

5. 24 hours after meeting ends, Strategy Team members are emailed these metrics / reports...

   - Meeting Promotor Score (MPS) (peer-rated quality of contribution)
   - Meeting Quality Score (MQS) [red line] versus progress towards Strategy over time
   - Action Items / Feedback (reported anonymously) (author name un-traceable)
     - Marie posed many very challenging and probing questions that Fred answered thoroughly.
     - Due to network problems at startup, we lost 15 minutes, but recovered nicely.
     - Marie will follow up with Fred on Thursday to discuss next steps.
     - There were 3 change issues that we did not have time to review.
     - Fred, we need to arrange for a time to catch-up on these 3 issues?
   - Analysis of Action Items / Feedback over time using Artificial Intelligence (IBM Watson)

6. Strategy Team incorporates the discussion & review of metrics and reports into ongoing project status meetings as part of the strategy planning methodology used. MeetingQuality Consulting Partners provide management advisory services by interpreting the results and turning them into real-world solutions...

7. Periodically, Strategy Team members are emailed other metrics / reports – such as...

   - Meeting Promotor Score (MPS) Network Map (line color=relationship strength score) (dot color=average relationship score)
   - Quality of Strategic Process (Meeting Quality Score [MQS, red line] versus progress of component parts of Strategy for each meeting)
   - Risk-Value Analysis - Quadrant Analysis Plot
     - Graph displays team’s average Risk to Value assessments using a 0-10 point scale for each option
     - Risk Issues
       1. Major income/funding loss
       2. Major unforeseen expenditures
       3. Services and resources not effectively managed
       4. Infrastructure and asset base not meeting current and future requirements
       5. Infrastructure/asset base not managed efficiently/effectively
       6. Resources not managed efficiently/effectively
       7. Forecast services fail to achieve agreed upon performance levels
       8. Unable to achieve continuous improvement and efficiency
       9. Infrastructure/asset base not meeting current/future requirements
       10. Infrastructure/asset base not managed efficiently/effectively
       11. Ineffective business continuity planning

Align Strategy Development with Organizational Vision and Goals!