DuckHouse Events Explain the Importance of a Motivational Morning Meeting

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As any business leader knows, communication amongst a team is vital if you want to succeed. Keeping everybody advised of developments, news and potential opportunities is absolutely critical and there is no better way to disseminate this information than in person. Direct marketing experts DuckHouse Events understand the importance of internal communication within a business, and so rather than relying on email for issuing daily news and announcements, their Managing Director Nellie Walsh runs daily morning meetings for her office.

Ms Walsh believes that these morning meetings are integral to the success of the company and says, 'I have found time and time again that there is no substitute for briefing your employees in person every day. When you are busy it is easy to cancel, or delegate to another colleague, but I know that when I run a morning meeting all staff learn everything that they need to do in order to follow my instructions and achieve their goals.'

So just how does Ms Walsh ensure that her meetings are informative, fun and inspiring? She explains, 'First and foremost, I ensure that our morning meetings are brief - this is not the time to sit down and discuss things in great detail. I issue an agenda so that everybody knows what to expect, and then I set a time limit for the meeting so there is no risk of it overrunning. I work my way through the agenda, before throwing the meeting open to the floor in order that we can discuss any issues that I am not aware of. I always make notes so that I can be sure that I remember everything that was said in the meeting, and I also make a point of inviting questions at the end. Running these meetings means that I can ensure that every single person has been given all the information that they require in order to do their job properly. We can then all head back to our desks, freshly briefed and motivated to do our jobs. It has proved to be very effective as it keeps the lines of communication open at all times.'

These daily briefings go a long way towards explaining the success that DuckHouse Events are enjoying. Because Ms Walsh's ISA's are well-informed they are enabled to do their jobs to the best of their ability. DuckHouse Events are an ambitious company and they are always striving for the next level of success in whatever they do.

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