



MESA Monthly Member Meeting (4M)

Tuesday 27th September

Adapting to change and finding the ability to adapt - Charles Darwin said, "It is not the strongest of the species that survives, nor the most intelligent, it is the one that is most adaptable to change."

Thank you for attending the September MESA Monthly Member Meeting (4M) recently. **Our session included 5 valuable snippets in 5 minutes from [Richard John](#) "5 top exhibiting tips"**

- 1 Remember what makes exhibitions unique (Eg face-to-face, serious prospects attend)
- 2 Understand the numbers (Set targets, gear up to 5-minute meetings)
- 3 Some are not leads: Think BANT (Budget, Authority, Need, Timing)
- 4 Sales v Exhibiting (Advocate, Key Account, Customer, Prospect, Suspect)
- 5 Think speed dating and how to talk to those prospects (Remember TED: Tell Me, Explain to Me, Describe to Me)

The main session was about adapting to change and finding the ability to adapt. Some key points were:

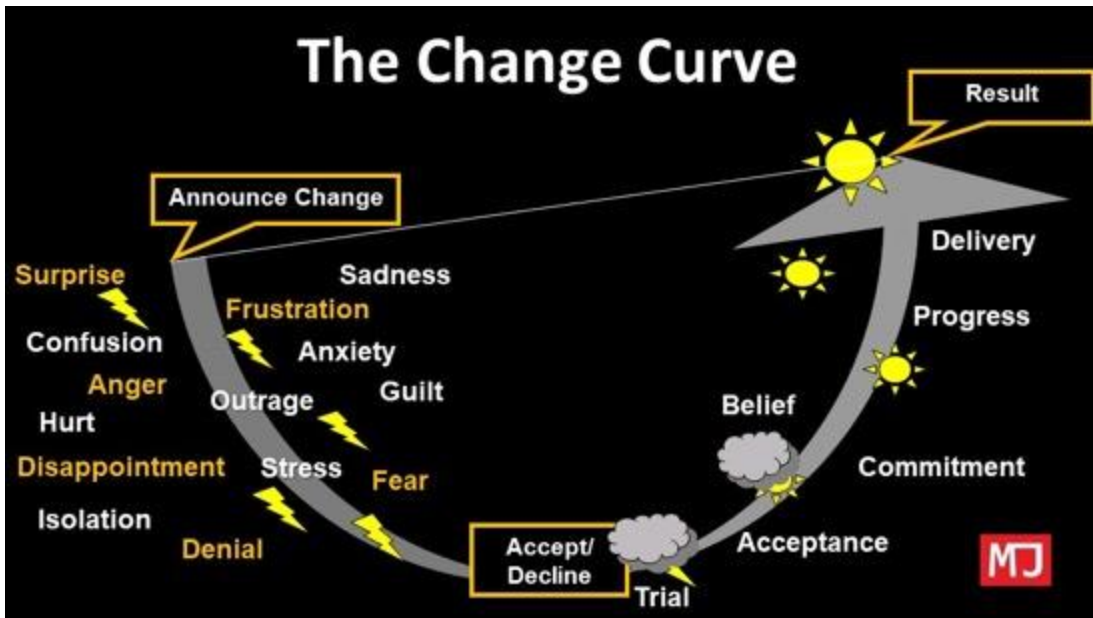
- We need to adapt to changes that happen, in technology and otherwise, it's a matter of survival, especially in the events industry
- With the pandemic, companies had a huge challenge to adapt, and went through a large learning process to keep the business going before we could meet again face-to-face
- You need to look at what the market really needs, and what opportunities are there at that moment
- Example [Brooks Running](#) – promote their shoes and running gear with running challenges and in the pandemic wanted to still keep their customers engaged and created apps and platforms so customers could post virtually – had 50K registrations in summer of 2020
- Believe in yourself and your company
- Companies went through crisis management of how to keep their staff on board and not be afraid
- To grow a business, you must change all the time, but it's hard to keep changing and you don't want to change all the time – so it's a balancing act and getting it right
- You can build a methodology into a habit, so it doesn't feel like change anymore
- Change is inevitable. Growth and comfort cannot co-exist – you will only grow when you step out of your comfort zone

EOS Model – Creating Rocks / Conference Compass

- Working in a 90-day rhythm methodology where the core is to set rocks of the most important things to achieve at the beginning of the Quarter
- Teams then go and define their own rocks in a safe place to share their thoughts
- You can kill some rocks, combine, or table them, to bring them down to a high priority of rocks everyone can commit to - If the team is not fully committed to the rocks in 90 days, it's bound to fail
- Every three weeks, all teams get together during what we call our Rock Festival, during which we all present the status of our rocks and demo intermediate & final results to each other
- Rocks will not really be changed – you can usually wait to change course until the next Quarter
- Keep Parking Lots: For long and short-term issues

Adapting to change - Five Best Practices (Jelmer van Ast, Conference Compass)

1. Keep your eyes & ears wide open - Stimulate the flow of information to recognise opportunities and threats
2. Encourage a culture of productive ideological conflict - On a basis of trust, have your team contribute with their views
3. Follow through and be accountable - Commit to a common goal and don't change course too easily
4. Understand the cost of missed opportunity - To not adapt to change can be more costly than to take a risk
5. Allow for trying out new things the agile way - Bring new products and features to the market quickly and gather customer feedback



The Change Curve – [Michael Jackson \(The Other Michael Jackson\)](#)

Because we are human and resist change, it takes us far longer on the journey than it should, and we go through a big curve to get there. The distance is not linear, we must walk people through.

27th Sept 2022

1. Since we all had to adapt to change in the pandemic, and quite suddenly, what is the key skill you discovered to overcome future challenges (tick one main answer only) (Single Choice) *

Give myself / my team time to consider and reflect on what is required before jumping into change 21%

Embrace the new opportunity and try to see the positive possibilities for the change 50%

Anticipate changes that may come and to be more prepared 14%

Re-align goals rather than dismissing old ones 14%

Additional Information

Book recommendation: [Multipliers – How the Best Leaders Make Everyone Smarter, by Liz Wiseman](#) –Why some leaders (“Diminishers”) drain capability and intelligence from their teams, while others (“Multipliers”) amplify it to produce better results.

The Entrepreneurial Operating System (EOS) - simple concepts and practical tools used by more than 170,000+ companies around the world to clarify, simplify, and achieve their vision

[MasterClass - 3 Tips for Adapting to Change](#)

[Drexel University - 4 Ways to Boost Your Adaptability Skills](#)

[Indeed Career Guide – Adaptability Skills](#)

[PsychCentral – Why It’s Important and Tips to do it!](#)

[The Balance Careers – Important Adaptability Skills for Workplace Success](#)

[Center for Creative Leadership – Adapting to Change Requires Flexible Leadership](#)

Thank you to our speakers and moderator:

Host/Moderator [Gordon Glenister](#) - Speaker, Author, Podcaster & MESA Director of Communications

Speaker: [Jelmer van Ast](#) – Founder & CEO, Conference Compass

Speaker: [Martin Klöfver](#) – Founder & Head of New Markets, Trippus Event Solutions

NEXT MEETINGS: On Tuesdays

MESA MONTHLY MEMBER MEETINGS (4M's) 1400 GMT / 1500 CET:

- 25th October - **How can you be more effective?**
- 22nd November (ibtm following week) - **Finding a mentor and being a mentor**
- 13th December – **Xmas Quiz with Prizes!**

We look forward to seeing you there!

[MESA Events page](#)

MESA MONTHLY MEMBER MEETINGS (4M's)

Remember: You are in the MESA Community Platform (Intranet wall)

- For general access and content
- To be connected and hear about events
- To get to know MESA and the community
- **Please post content and connect with each other**

[Please connect to our LinkedIn page](#)

Thank you, MESA MEMBERS!

