



MESA Monthly Member Meeting (4M)

Tuesday 30th January

The Art of Managing Expectations

Thank you for attending the January MESA Monthly Member Meeting (4M) and thank you to [Jelmer van Ast](#), Founder & CEO of [Conference Compass](#), MESA Patron Member, for the MESA Pledge reading.

For the first time, we looked at the E-Book Express Showcase from [Carol Vosloo](#), Global Senior Account Director of [Realise](#), MESA Member. These are available in the Community Platform – [Trends, Reports, Videos & E-Books](#)

1. AI Infographics
2. Pricing for Events
3. Create Positive Impact
4. 7Ps of Marketing
5. Distracted Economy

Our session included 5 valuable snippets in 5 minutes “**Prehab not rehab: The top 5 things entrepreneurs/event people should know about side-stepping Burnout**” from [Franco de la Croix](#), Founder & CEO at [Frog Events](#), MESA Individual Member - courtesy of [hppypeople](#) app (<https://hppypeople.com/> 30 second daily check in, a daily email, which is a 60 second read with guidance on your burnout score & push or rest balance).

1. **Ever wonder how job stress evolves into enduring and severe burnout?** 🧠 It’s not just high demand, there’s an interplay between coping strategies & attentional narrowing
2. **Sleep mastery is your superpower!** 😴 Sleep science shows that improving sleep quality causally leads to lower rumination, stress, anxiety, and depression and mental performance
3. **Breathe Slowly: Instant Stress Relief at Your Fingertips!** Intentionally slowing your breathing to about 6 breaths per minute is effective for reducing stress & improving mental health 🌬️ You’ll get measurable benefits from just one 5-minute practice
4. 🗺️ **The Roadmap to Recovery** 🚗 Embrace the "best version of yourself" vision but start small. Initially it's not about radical changes but sustainable tiny habits with low barriers to entry that compound. Start today and take a daily step in the right direction each day
5. **Acceptance: Accept that nothing is ever perfect!**
It’s a busy place out there and we can’t be all things to everyone all the time. Take time to look up, breath, take in the scene and look where you’re going

The main session was about **The Art of Managing Expectations**, led by [Sébastien Braun](#), CEO and Founder - [idloom](#), MESA Patron Member with [John Martinez](#), Founder & CEO of [Shocklogic](#), MESA Patron Member.

Expectations: Manage them so they don’t manage you! No nasty surprises, misleading or misinformation. Managing expectations means your customers get better service, your employees learn from your exemplary practices, and your own boss – whoever they might be, directly or indirectly – is happy and content.

Managing Expectations – Fundamentals

- **Expectation** is a strong belief that something will happen or be the case
- Expectations **ARE beliefs** that a certain outcome or event will happen
- We can manage the expectations that could arise in our life, so that we are not affected by their consequences
- **Two types of Expectations: (1)** You expect of others / yourself **(2)** Others expect of you

3 Ways to Manage Your Own Expectations:

- **NEVER ASSUME:** It’s easy to assume – when in doubt (not 100% sure) ask – asking in advance saves time and effort
- **REALISE IT IS KIND:** Removing expectations is kind even if it can be difficult to share bad news; Humans thrive when they are connected - and hate being misunderstood; Consequences of failed assumptions can be very uncomfortable; Leave your ego behind
- **ENJOY TODAY: Example:** “As soon as I’ll get that raise/position, I’ll be happy....”

3 Ways to Manage Others’ Expectations:

- **COMMUNICATE:** Let others know exactly: What your boundaries are - When you’re available or not - Where you are or are not flexible - Don’t leave ANYTHING up to chance!
- **ANTICIPATE PROBLEMS:** Imagine 3-6 worst case scenarios – anticipate problems!
- **KNOW THE BIASES OF OTHERS:** Anticipate what might be expected – Under-promise and Over-deliver (Win-Win)

REMIND YOURSELF

- ◆ Goals are not the same as expectations! Goals are concrete and based upon reality and facts, expectations are beliefs based upon hope and opinions.
- ◆ You'll feel empowered once you'll be implementing the strategies, for both eliminating expectations of others, and for not allowing others to have expectations of you.
- ◆ Having this understanding will enable you mitigate and navigate expectations, so that you manage them...not the other way around.

DON'T FORGET!



idloom

Always remember: It is not communicated when it is said – it is communicated when it is understood!

“By failing to prepare, you’re preparing to fail” – Benjamin Franklin

Build relationships and trust – be honest. Resist over-promising.

[Please provide your feedback on this session – we would love to hear what you say!](#)

Additional Information

[Strategic Accounting – The Art of Managing Expectations](#)

[LinkedIn – The Art of Managing Expectations](#)

[David Greenwood](#) – Founder, [hppyypeople](#) app / Tel: +44-0780-9603807 / hello@hppyypeople.com / www.hppyypeople.com

Thank you to our speakers:

Host/Moderator – [Tamsin Treasure-Jones](#), Co-Founder - [Kubify](#), MESA Member

[Sébastien Braun](#), MESA Patron Member, CEO and Founder - [idloom](#), MESA Patron Member

[John Martinez](#), Founder & CEO - [Shocklogic](#), MESA Patron Member

[Carol Vosloo](#), Global Senior Account Director of [Realise](#), MESA Member

[Franco de la Croix](#), Founder & CEO at [Frog Events](#), MESA Individual Member



NEXT MEETING:

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

Tuesday 20th February Building your personal brand to monetize your network and create a community that drives business

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!