

The Meeting Experience Manifesto (MX)

Meetings Are Broken

We've all felt it: the endless calendar invites, the aimless conversations, the energy drain. Meetings — once meant to align and inspire — too often leave us scattered, frustrated, and behind on the work that matters. This isn't a small problem. It's a human problem. And it's costing us creativity, clarity, and trust.

Time for a New Discipline

Just as user experience reshaped design and customer experience reshaped business, **Meeting Experience (MX)** must reshape how we come together to decide, create, and act.

MX isn't about more meetings. It's about *better* ones — intentional, human-centered, purpose-driven gatherings that honor people and drive results.

What We Believe

- ✓ We believe meetings should fuel progress, not frustration.
- ✓ We believe everyone in the room should feel seen, safe, and clear about why they're there.
- ✓ We believe great meetings don't just happen — they are *designed*.
- ✓ And we believe the skills to design them can be learned, shared, and scaled.

The 12 Pillars of MX

(Evocative names with clarifiers in brackets)

1. **Energize with Purpose** *(Purpose and Energy)* — Start with why.
2. **Honor Every Voice** *(Visibility)* — Ensure everyone feels seen and valued.
3. **Foster Psychological Safety** *(Trust and Inclusion)* — Create space for candor and challenge.
4. **Flow with Reality** *(Real World Ordering)* — Align meeting flow with real priorities.
5. **Empower Pause and Choice** *(Control and Freedom)* — Allow respectful pauses and redirection.

6. **Set Rhythms, Not Ruts** (*Consistency and Standards*) — Build clarity without monotony.
7. **Catch Drift Early** (*Error Prevention*) — Spot and fix missteps before they grow.
8. **Show, Don't Burden** (*Recognition over Recall*) — Make progress and options visible.
9. **Flex for What Matters** (*Flexibility and Efficiency*) — Adapt pace and focus without losing respect.
10. **Simplify to Amplify** (*Minimalist Design*) — Cut noise; keep focus sharp.
11. **Name Problems, Offer Paths** (*Diagnose and Recover*) — Be plain about issues and solutions.
12. **Support Beyond the Room** (*Help and Documentation*) — Extend impact after the meeting ends.

Our Call to Action

- **To leaders and facilitators:** Design every meeting with MX in mind — your people deserve it.
- **To executives:** Demand measurable outcomes and healthier meeting cultures.
- **To organizations:** Make MX a core capability — train it, model it, reward it.

Meetings can be the most powerful moments in your organization. Let's make them worthy of the time and energy we invest.

This is MX. This is the movement. Join us.

The MX Pledge

"I believe meetings should honor people's time, elevate voices, and deliver meaningful outcomes.

I commit to improving my role in making meetings better — as a designer, a leader, or a participant.

I will support practices that uphold the 12 Pillars of Meeting Experience.

And I will help build a culture where meetings are no longer endured... but valued."