

Why Am I Here?!

Too many meetings start with a question no one dares to ask out loud.

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When attendees don't understand the purpose, the flow, or the expected outcome, energy drops and engagement stalls.

We've all been there, sitting in a meeting wondering:

- Why are we here?
- What are we trying to accomplish?
- How's this even going to go?

And of course... is this going to be a waste of my time?

Even more frustrating is when we're the ones hosting, and we can tell that others are unclear. This is especially common when someone joins last-minute from the client's team.

That's why we use a simple, effective meeting template to eliminate the guesswork and lead with clarity.

Meet the Meeting TOAD

It's a quick, five-minute ritual that sets expectations, boosts engagement, drives even better results... and demonstrates our differentiation.

T.O.A.D. simply stands for:

- **Topic** — The purpose or title of the meeting
- **Objective** — Why this meeting matters
- **Agenda** — What we'll cover and who's leading each part
- **Deliverables** — What we're walking away with

A sample TOAD in action

Topic: Singapore Sales Training Event

Objective: To align on attendees, needs, and expected outcomes

Agenda:

- Ted kicks us off with the meeting TOAD and confirms agreement
- Sharon outlines the team's current challenges
- Sharon provides insight into the sales team
- Mark casts the vision of post-training success (6-months/1-year)
- Michael asks clarifying questions
- Ted wraps with Q&A and proposes a path forward

Deliverable: Michael will send a concise executive recap

By including the simple yet relevant Meeting T.O.A.D. in our invites and opening remarks, we eliminate ambiguity, set clear expectations, and consistently drive stronger engagement and outcomes. More than a tool, it reflects our commitment to clarity, leadership, and delivering a meeting experience that stands apart.

Differentiation is our greatest force multiplier.

Let's run tighter meetings. Let's create more clarity. Let's T.O.A.D. it up.

Let's talk.

The first call with Predictive Wins is free and runs twenty-five minutes.
No deck, no pitch. Scan the code or visit predictivewins.com.



The Meeting T.O.A.D. — Topic, Objective, Agenda, Deliverables

