

Exec Meeting Guide

Winning with Executives® | Alignment. Presence. Persuasion. Impact.

Executive meetings are the **high stakes**. The pace is faster, the expectations are higher, and the margin for missteps is razor-thin. This guide introduces a preparation framework for walking into every executive engagement with clarity, confidence, and a plan.

“Thinking slow makes it sound fast. Preparation so thorough that your core message becomes automatic frees you to adapt when the meeting inevitably shifts.”

Recognize the Four Executive Modes

Executives shift between **modes** based on context, pressure, and topic. Recognizing the current mode is key to staying aligned.

Amiable

Collaborative, low assertive

Build rapport first. Earn trust before pitching. Use soft intention.

Expressive

Collaborative, high assertive

Match their energy. Co-create the vision. Think big picture.

Analytical

Reserved, low assertive

Bring evidence. Slow down. Be precise. Respect their process.

Driver

Reserved, high assertive

Get to the point. Lead with outcomes. Use strong intention.

The 3-Part Preparation Framework

Before every executive engagement, answer three critical questions:

- 1 Current Position** Where does the executive currently stand on your topic? What do they know, believe, or assume? If you're not sure, that's valuable information too.
- 2 Desired Position** Where do you need them to be after the meeting? What specific shift in understanding, belief, or commitment are you aiming for? Be realistic — single meetings rarely achieve full transformation.
- 3 Impact** What business impact justifies moving from current to desired? Frame it in **their** terms, not yours. Connect to their strategic priorities.

The Executive Time Reality

Plan for 30. Ready for 15. Know how to do 5.

Executive calendars are ruthless. Your 30-minute meeting may become 15 the moment you sit down. If you can't deliver your core message in 5 minutes, you're not prepared enough.

Pre-Meeting Checklist

- I can state my intended outcome in one sentence.
- I have a fallback position if my intended outcome isn't achievable.
- I know the executive's likely default mode and have a plan if it shifts.
- I can deliver my core message in 5 minutes if needed.
- My opening is framed around their strategic priorities, not my agenda.
- I have a specific ask — not a vague "let us know what you think."
- I've rehearsed enough that the fundamentals are automatic.

Ready to win in the room that matters most?

Download the Overview & Agenda →

Get an Executive Meeting Assessment →