



The Zoom Agreement

By Seth Godin

If you promise not to check your email while we're talking, we promise to not waste your time.

If you agree to look me in the eye and try to absorb the gist of what I'm saying, I agree to be crisp, cogent and on point.

If you are clear about which meetings are a waste of time for you to attend, we can be sure to have them without you.

If you can egg me on and bring enthusiasm to the interaction, I can lean into the work and reflect back even more energy than you're contributing.

The purpose of a meeting is not to fill the allocated slot on the Google calendar invite. The purpose is to communicate an idea and the emotions that go with it, and to find out what's missing via engaged conversation.

If we can't do that, let's not meet.

Multi-tasking isn't productive, respectful or healthy.