



3 tactics for making offsites part of your regular meeting rotation.

LEAVING THE OFFICE ENERGIZES THE TEAM, IMPROVES BONDING AND SPARKS CREATIVE THINKING.

1. Lock in off-site meetings as quarterly events.

Set your dates for the year.

During fiscal planning, define the overarching theme or topic based on the company’s mission and vision, and then ask your teams to be flexible and make the meetings a priority on their schedules.

Build anticipation.

Include the meetings on corporate calendars and send “hold the date” reminders.

Enlist line-of-business owners.

They can advocate for the value of these events and ensure they don’t double-book their own staffs for other meetings or projects.



2. Think outside the box about what defines an off-site meeting.

Consider unusual times.

Maybe it starts early and ends right after lunch. And, because your participants had a set of goals and objectives to achieve by meeting’s end, they get the afternoon off. This encourages productive participation.

Vary the guest list.

It doesn’t have to include everyone every quarter. That said, everyone should get in on the action at least twice a year so the offsites become outings that all employees look forward to and value. (If your company is large, you might need to set your quarterly offsites by lines of business or other groupings.)

Change up the format.

The goal is to stimulate collaboration and creative thinking by bringing people together — often in different groupings — outside their typical office space. Therefore, your format shouldn’t be typical either. Be deliberate in planning based on the target outcomes of each offsite.

3. Make sure you get the most from each offsite.

Get buy-in from senior leadership.

Detail the business value of your offsite and offer to provide two or three valid and valuable “do-next” ideas.

Be creative with your budget.

Your meeting doesn't have to break the bank. You might host it with coffee and croissants at the new library around the block. Or you could hold it at a park pavilion and serve up a picnic in spring, or use the meeting space at a nearby coworking center and set up a smoothie bar.

Select enthusiastic meeting leaders.

Look to the theme, goals and desired outcomes when identifying meeting leaders for each quarterly offsite. This creates a new dynamic that will further foster creativity, bubble up innovative ideas and offer real-world opportunities for mentoring and training.

For more outside-the-box business tips, check out [staplesworklife.com](https://www.staplesworklife.com).

