**Level 10 Meeting**

**Date:** [DD/MM/YYYY]

**Location:** [Location/ Room no./ Hall no.]

**Meeting called by:** [Sarah Johnson (CEO)]

**Please read:** [Reading List]

**Please Bring:** [Supplies List]

**Meeting Duration:** [90 minutes]

**Meeting Objective:**

To discuss and align on key initiatives, address challenges, and make strategic decisions for the launch of our new product line, "Project Nexus."

**Meeting Participants:**

* Mark Williams (VP of Product Development)
* Emily Chen (Director of Marketing)
* Alex Turner (Director of Sales)
* Jessica Miller (Director of Operations)
* David Lee (Director of Finance)
* Lisa Clark (Director of Customer Relations)
* John Smith (Director of Technology)
* Facilitator: Michael Anderson (COO)

**Agenda**

**1. Check-In (5 minutes):**

Participants briefly share a personal and professional update to foster a positive meeting atmosphere.

**2. Review of Last Week's To-Dos (5 minutes):**

Quick review of action items from the previous meeting to ensure accountability.

**3. Scorecard and Metrics (10 minutes):**

Mark Williams presents key performance indicators (KPIs) for the "Project Nexus" launch, including pre-launch website traffic, customer inquiries, and product development milestones.

The team discusses any notable trends or concerns and potential adjustments to strategy.

**4. Customer Feedback (15 minutes):**

Lisa Clark shares customer feedback from the pre-launch focus group, highlighting positive responses and areas of concern.

Discussion on how to address the concerns and leverage the positive feedback in marketing efforts.

**5. Top Issues Identification (10 minutes):**

Each participant identifies the top three issues in their respective areas related to the product launch.

Issues are noted and participants briefly explain their potential impact.

**6. Discussion of Issues (20 minutes):**

Prioritized issues are discussed using the IDS approach:

Identify: Clearly define the issue and its root cause.

Discuss: Explore potential solutions and their pros and cons.

Solve: Reach a consensus on the best course of action for each issue.

**7. Quarterly Rocks Update (10 minutes):**

Sarah Johnson reviews progress on the quarterly goals set in the last planning session, focusing on increasing market awareness, and finalizing manufacturing processes.

Team brainstorms ways to overcome obstacles and stay on track.

**8. Traction and To-Do List (10 minutes):**

Emily Chen discusses traction in marketing efforts, highlighting successful social media campaigns and influencer collaborations.

Each participant updates the To-Do List with action items and responsibilities for the upcoming week.

**9. Score Meeting (5 minutes):**

Participants rate the meeting's effectiveness on a scale of 1 to 10 and briefly share suggestions for improvement.

**10. Conclusion and Next Steps (5 minutes):**

Michael Anderson summarizes decisions made, action items assigned, and key takeaways from the meeting.

The date and time for the next Level 10 Meeting are confirmed.

**Meeting Notes**

The team was unanimous in prioritizing the issue of supply chain delays due to the impact of global shipping challenges.

The marketing team will leverage positive customer feedback to create testimonials for the product launch campaign.

David Lee will provide a financial forecast considering potential supply chain disruptions and increased marketing expenditure.