



16 BOLD MOVES TO SHIFT THE ENERGY, CLARITY, & IMPACT OF ANY ROOM

by Annie Frisoli

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We all know that running a meeting and leading the room are two *very* different things. This deck is designed to help you do the latter by giving you 16+ practical moves that elevate how you show up, guide energy, and move people forward.

Think of these as leadership cards:

pick one before a meeting, carry it into the room, and watch the shift happen. No fluff, just bold, human-centered leadership moves.

How to use this deck:

- Choose one card to focus on per meeting. Keep it simple, practicing one move until it feels natural.
- Pick a favorite. Carry the same card into every room for a month and see the ripple effect.
- Mix and match. Use different cards to shift the opening, connection, and flow.

FIRST, A MINI *LEAD THE ROOM* SELF-ASSESSMENT

Before you dive in, pause for a quick check-in with yourself:

- Do I open with clarity and confidence?
- Do I engage others with intention?
- Do I redirect energy with care?
- Do I end meetings with meaning?
- Which card from this deck will help me level up today?

Choose one you want to practice. Then, test it in your next meeting.

COMMAND THE OPENING

Set the tone from the very first moment.

SET THE STAGE

Start strong with a one-sentence purpose:

"Today, we're not just checking boxes, we're solving for X."

SAY THE UNSAYABLE

Name the elephant in the room:

"There's tension around this topic, and that's okay. We're here to work through it."

FLIP THE NORM

Open with a question, quote, or lyric:

"What if this isn't a problem, but a pattern?"

WHAT ARE WE FIGHTING FOR?

State the real goal:

"Success today means we leave with a decision, not just discussion."

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CONNECT THE HUMANS

Move beyond roles. See the people in the room.

NAME THE ROOM

Acknowledge who's here and why it matters:

*"We've got creatives, operators, and decision-makers.
This is a perfect mix for momentum."*

PASS THE MIC

Invite every voice in with a quick round:

"Say your name and one strength you're bringing into the room today."

MOMENT OF CONNECTION

Spark humanity with a simple prompt:

"What's something you're proud of since our last meeting?"

TIME TRAVEL

Invite reflection to build momentum:

"Where were we six months ago, and where do we want to be in six more?"

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GUIDE THE FLOW

Keep the energy moving and the focus sharp.

SHIFT THE GEAR

Name what's happening and pivot:

"Let's move from idea mode to decision mode."

CENTER THE WHY

Anchor back to purpose:

"Let's zoom out: what are we really solving for?"

INVITE vs. DIRECT

Use soft power, or call it clearly:

"Would anyone like to lead this piece?" or "I need you to take this part."

CHOOSE THE FRAME

Offer a lens to shift perspective:

"Let's look at this through curiosity, not fear."

CLOSING THE ROOM

Leave them feeling motivated and inspired.

SEAL THE SHIFT

End with intention, not drift:

"Before we go, let's name one shift we created today."

LEAVE THEM FUELED

Ask each person to share one word for how they're leaving the room:

"In one word, how are you walking out of here?"

CALL THE NEXT MOVE

Anchor the action:

"Here's what happens next, and who owns it..."

HONOR THE ENERGY

Close with gratitude or recognition:

"Thank you for leaning in today - the way you engaged made this possible!"

BONUS

MAKE IT STICK

Reinforce the purpose:

“We didn’t just meet; we moved something forward.”



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