Camera Rules SOP

Run video meetings by which way the information flows

THE PLAY (ONE LINE)

Decide whether the meeting needs to happen, name which way the information flows, and set cameras to match: off for a broadcast, one at a time for reports, everyone on for problem solving.

WHY THIS MATTERS

“The whole point of this is to have meetings that people want to attend.” — Alfred Poor (24:24)

Alfred’s rule for any meeting: “Don’t do things by default, do them on purpose.” Forcing every camera on to check attention, he says, tells your team you don’t trust them.

THE THREE WAYS INFORMATION FLOWS

FROM YOU
Broadcast
You talk, they listen. Cameras can stay off.

TO YOU
Status reports
One person on camera at a time while they report.

BOTH WAYS
Problem solving
Brainstorm with the whole group. Everybody on camera.

THE 8 STEPS (1-4)

1. **Decide if it needs to be synchronous**
   If the answer isn’t needed right away, send an email or a Slack message. “If you don’t need to have it right away, then maybe there are other ways.” (06:53)

2. **Check it against their time, not yours**
   Ask “how’s this gonna impact them? And is this the best use of their time?” Don’t hold it “just because that’s what we do on Tuesdays.” (06:53, 09:49)

3. **Name the goal before you send the invite**
   Ask “what’s the goal of the meeting?” Then name which way the information flows. (21:25)

4. **From you: broadcast with cameras optional**
   You’re talking, they’re listening. “You don’t need to have their cameras on for that.” (21:25)

Source: Alfred Poor (The 75 Percent Solution, the75percent.com) with host Jeremy Rivera, recorded March 2025.

Camera Rules SOP

Steps 5-8, a meeting planner and a checklist

THE 8 STEPS (5-8)

5 **To you: one person on camera at a time**

For status reports, “Put them on camera one at a time. But again, you don’t need to have everybody on camera.” (21:25)

6 **Both ways: everybody on camera**

For a brainstorm or a problem the whole group has to solve, “Then put everybody on camera.” (21:25)

7 **Sequence a mixed agenda by mode**

His example: “here’s where things stand on this project,” then a quick report from each team head, then “now everybody please turn your cameras on, because this is a problem we need to solve.” (24:24)

8 **Don’t force cameras on to police attention**

“What does that tell the other people about your level of trust in them?” If you want to keep your best employees, don’t start there. (21:25)

MEETING PLANNER: FILL ONE ROW PER AGENDA ITEM

Agenda item	Could it be a memo?	Flow: from me / to me / both	Cameras
Project update (example)	Maybe	From me	Off is fine
Team head reports (example)	No	To me	One at a time
Problem to solve (example)	No	Both ways	Everyone on

BEFORE EVERY MEETING

- ☐ I asked whether this could be an email or a Slack message.
- ☐ I wrote down the goal and which way the information flows.
- ☐ Nobody is on camera just so I can check they’re paying attention.
- ☐ I checked it against the attendees’ time, not only mine.
- ☐ Camera expectations are in the invite, by agenda item.
- ☐ This isn’t on the calendar just because it’s Tuesday.

Steps and quotes come from the episode, recorded March 2025. Timestamps are from the recording. The planner and checklist wording is ours.

Source: Alfred Poor (The 75 Percent Solution, the75percent.com) with host Jeremy Rivera, recorded March 2025.