

THE MEETING COACH

User Guide

For every member of the team. Your own coach for your own meetings.

StoryC Ltd · The AI Augmentation Line™ · September 2026 · Version 2

Big type, one step at a time, and a picture of what you should see at each step. If a step does not match what is on your screen, stop and email hello@storycltd.co.uk with a photo of the screen. We answer within one working day.

What your Coach does

Your Coach watches one thing: how a meeting actually went. Who held the floor, who asked the questions, who was never asked. It then tells you, plainly, what to do differently next time, and it does the same for the team. It is yours. Nobody sees your card unless you show it to them.

It does not record anything, it never sends your transcript anywhere, and it never calls anyone dominant or quiet. It gives you numbers you can check and one thing to try.

Before a meeting	Paste the invite. Your Coach asks what the invite does not say, and gives you an opening question for each person.
During a meeting	Tap who is speaking, tap a question, type a note. Or do nothing and let the transcript do the work afterwards.
After a meeting	One card: the numbers, what the coach noticed, a question for each person, a word for each person, one move for next time, and a frank word for you.
After ten meetings	Your development plan: the pattern, what has moved, the one practice for the next ten.

Step 1 · Open the Coach

1. Type **storycltd.co.uk/coach** into your browser, or tap the Meeting Coach icon on your phone if it has been added.
2. If your team has a licence, paste the key your team lead gave you into **Licence key** and click **Unlock**. You only do this once per device.

What you will see: *Licence valid, and a green Licensed bar. If you have no key, everything in this guide still works except the written narrative, file upload and the development plan's AI version.*

Step 2 · Set up Your Coach (two minutes, once)

This is the part that makes it yours. Scroll to the box called Your Coach.

- 1. Your name.** Type it exactly as it appears in meeting transcripts, usually your first name or your full name as Teams shows it.
- 2. Your thinking style.** If you have done the Profiler, choose your result. If not, click the Profiler link, spend eight minutes, and come back. Not sure yet is fine for now.
- 3. Your role,** and in one line, **what the role is for.** For example: Head of Corporate Sales; win new corporate clients and grow them onto a second product.
- 4. What you want from your meetings.** Pick one: be more assertive, speak out more, ask more and explain less, close more deals, run shorter meetings, bring quieter people in. Or write your own. Pick the one that is actually true for you this quarter.
- 5. How you want to be coached.** In real time means nudges and a quick summary during the meeting. Afterwards means nothing during the meeting, one card at the end. Most people start with Afterwards.
- 6. Click Save my Coach.**

What you will see: *Saved. Your Coach knows you as Priya · goal: Ask more, explain less · after the meeting.*

Your Coach

Your Coach is yours. Tell it who you are and what you want from your meetings; every card then ends with a frank, professional word for you, measured against that. Saved on this device only.

Your name (as it appears in transcripts)

Your thinking style ([take the Profiler](#))

Results-driven

Your role

Head of Corporate Sales UK

What is the role for? One line.

Win new corporate clients and grow them onto a second product

What do you want from your meetings?

Ask more, explain less

How do you want to be coached?

☒ In real time, during the meeting ☐ Afterwards, one card at the end

Save my Coach

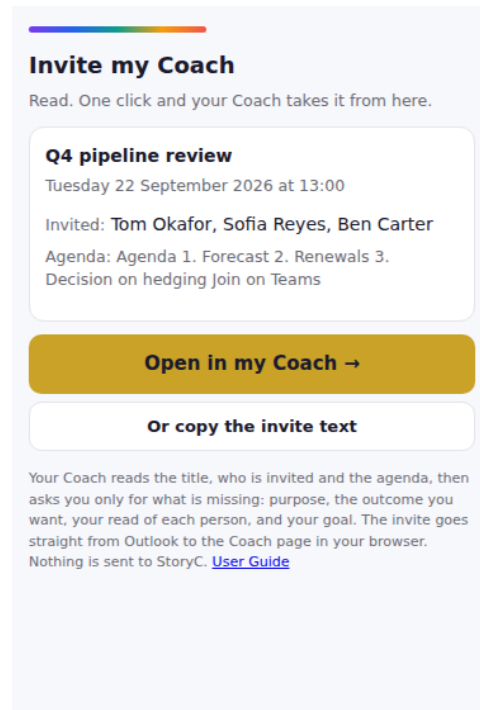
Forget

Saved. Your Coach knows you as Priya · goal: Ask more, explain less · real-time.

Tip. Your Coach is saved on this device only. If you use a laptop and a phone, set it up on both.

Step 3 · Before a meeting: invite your Coach

The easy way, in Outlook. Open the meeting, click **Invite my Coach** in the toolbar, then **Open in my Coach**. The Coach opens with the invite already read; go straight to point 3 below. If you do not see the button, your team lead can add it in five minutes (Installation Guide, Step 5).



1. **Without the button:** open the meeting in your calendar, select the invite text (title, attendees, agenda), copy it, and paste it into the **Before the meeting** box. Or download the .ics file from the invite and use **Upload the invite**.

Before the meeting · invite your Coach

Paste the calendar invite or agenda from Outlook, Teams or Google Calendar, or upload the .ics. Your Coach reads who is invited, the title and any agenda, and then asks you only for what is missing: the purpose, the outcome you want, your read of each person, and your own goal for this one. Nothing leaves this device.

Required: Tom Okafor; Soha Reyes; Priya Nair

Optional: Ben Carter

Agenda:

- 1. Forecast
- 2. Renewals
- 3. Decision on hedging

Upload the invite (.ics)Read the inviteNo invite, ask me anyway

2. Click **Read the invite**.

What you will see: *Read: title, 4 invited, agenda. Now the gaps. The people invited appear in the team list below, and your Coach asks you only for what the invite did not say.*

Before the meeting · invite your Coach

Paste the calendar invite or agenda from Outlook, Teams or Google Calendar, or upload the .ics. Your Coach reads who is invited, the title and any agenda, and then asks you only for what is missing: the purpose, the outcome you want, your read of each person, and your own goal for this one. Nothing leaves this device.

Required: Tom Okafor; Soha Reyes; Priya Nair

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Agenda:

- Forecast
- Renewals
- Decision on hedging

Read: title, 4 invited, agenda. Now the gaps.

Meeting

Q4 pipeline review

When: Tuesday 22 September 2026 14:00

The invite does not say why this meeting exists. What is its purpose, in one line?

e.g. Agree the Q4 forecast and what to do about the two stalled renewals

What do you want to leave with?

A decision, recorded

in your words (optional)

Your read of the people you have no profile for yet

Their Profiler result if they have one; otherwise your honest guess. The Coach checks it against the meeting afterwards.

Tom Okafor	role (optional)	Not sure yet
Sofia Reyes	role (optional)	Not sure yet
Ben Carter	role (optional)	Not sure yet

Your own goal for this meeting, Priya

Ask more, explain less

- Purpose.** If the invite does not say why the meeting exists, write it in one line. Your Coach will not go into a meeting without it.
- What you want to leave with.** A decision, a next step with a date, alignment, information, or a relationship. Your Coach guesses from the agenda; change it if it guessed wrong.
- Your read of each person.** For anyone your Coach has no profile for, choose how you think they think. An honest guess is fine; the Coach checks it after the meeting.
- Your goal for this meeting,** which starts as your usual goal. Change it if this meeting is different.
- Click **Save the brief**.

What you will see: *The brief: the purpose, what you want, what success will look like on the card, and one opening question for each person written for how they think. Ask the quietest person first.*

Before the meeting · invite your Coach

Paste the calendar invite or agenda from Outlook, Teams or Google Calendar, or upload the .ics. Your Coach reads who is invited, the title and any agenda, and then asks you only for what is missing: the purpose, the outcome you want, your read of each person, and your own goal for this one. Nothing leaves this device.

Required: Tom Okafor; Soha Reyes; Priya Nair

Optional: Ben Carter

Agenda:

1. Forecast
2. Renewals
3. Decision on hedging

Upload the invite (.ics)

Read the invite

No invite, ask me anyway

Read: title, 4 invited, agenda. Now the gaps.

The brief: Q4 pipeline review

Purpose: Agree the Q4 forecast and decide on hedging

You want to leave with: A decision, recorded

Your goal in the room: Ask more, explain less

What success looks like on the card: a decision written in the notes

Opening questions, one per person, written for how they think. Ask the quietest first.

Tom Okafor · Analytical

Tom Okafor, what evidence would change your mind on this?

Sofia Reyes · People-centred

Sofia Reyes, who is affected by this that isn't in the room?

Ben Carter · Visionary

Ben Carter, if this works, what does it make possible in a year?

Prepare with my AI

Edit the brief

Clear

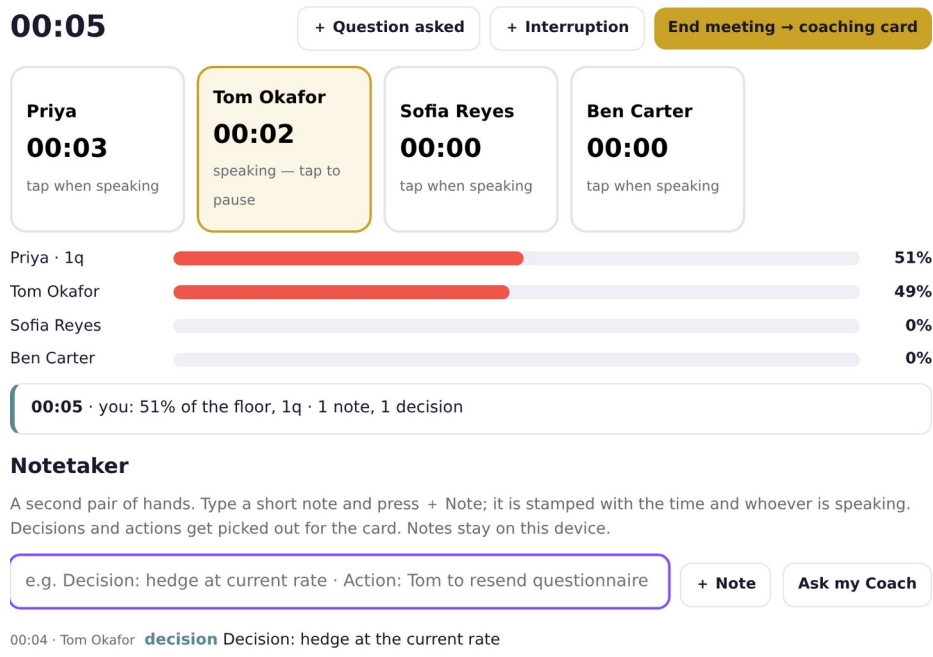
Step 4 · During the meeting (real time)

Skip this step if you chose Afterwards. Otherwise, open the Coach on your phone or a second window and:

1. Under **2 · Choose how the coach listens**, stay on **Live** · **tap the speaker**.
2. Tap a person's name when they start speaking. Tap the next person when they take over. Tap the same name again to pause.
3. Tap **+ Question asked** whenever the current speaker asks one. Tap **+ Interruption** when someone talks over someone.
4. Type a short note and press **+ Note**. Start with Decision: or Action: and the Coach picks it out for the card.

What you will see: Bars showing each person's share of the floor, a quick summary line with your own share and questions against your goal, and from minute five a nudge when one voice has more than forty percent or someone has barely spoken.

Tap whoever is speaking. Tap again to pause. The coach keeps the clock, counts questions and interruptions, and nudges you when one voice is taking the room.



5. Licensed and connected to your AI? Press **Ask my Coach** for one frank sentence on where you stand and one question to ask next. Once a minute at most.
6. At the end, press **End meeting → coaching card**.

Step 5 · After the meeting (transcript)

1. Get the transcript: in Teams, Calendar, the meeting, Recap, Transcript, download .vtt. In Zoom, Recordings, the meeting, Audio transcript. Or just copy the text on screen.
2. In the Coach, click **Afterwards · paste the transcript**. Paste the text into the big box, or with a licence click **Upload a transcript file** and choose the .vtt.

Paste from Teams, Zoom, Otter or a VTT file. Formats like Name: text, [00:12:03] Name: text and <v Name>text are read. Speakers not on the team list are added as "Not sure yet".

Priya: Shall we start with the forecast?
Tom: Yes. So the numbers came in on Tuesday and...

Upload a transcript file (.vtt, .txt, .srt)

► Where to find your transcript in Teams and Zoom

Review the meeting → coaching card

3. Click **Review the meeting → coaching card**.

What you will see: *The coaching card appears below. Anyone in the transcript who was not in your team list is added automatically.*

Step 6 · Reading your card

The meeting in numbers

One row per person: share of the floor, turns, questions, longest turn and handovers. A fair share is shown so you can compare.

12 turns, about 3 minutes of talk · 4 people · fair share would be 25% each · 7 questions asked

PERSON	SHARE	TURNS	QUESTIONS	LONGEST TURN (WORDS)	HANDOVERS
Tom Analytical	71%	4	0	184	0
Priya Results-driven	11%	5	5	14	4
Ben Visionary	10%	2	2	31	0
Sade People-centred	8%	1	0	32	0

What the coach noticed

Plain statements drawn from the numbers. Nobody is labelled.

Tom held 71% of the floor, 2.8× a fair share. That is not a fault; it is a signal that the room is waiting for one voice. The fix is a question, not a rule.

Sade spoke well under a fair share. The questions below are for them first.

Tom (184 words) had a turn long enough to be a monologue. Two minutes is a presentation, not a conversation; the 30-second rule helps: make the point, then ask.

Priya handed the floor to a named colleague with a question. That is the single most useful habit in the room; name it and thank them for it.

Questions to ask next time

One question per person, written for how that person thinks, with the quietest people first. Use them word for word if you like.

Sade · People-centred

Sade, who is affected by this that isn't in the room?
or: Sade, how will the team experience this on day one?

Priya · Results-driven

Priya, if we decided this today, what would you do on Monday?
or: Priya, what is the one number this changes?

Ben · Visionary

Ben, if this works, what does it make possible in a year?
or: Ben, what are we not seeing yet?

For Tom, privately

You carried the room today, and it needed carrying. Next time, try making the point in thirty seconds and ending it with someone's name and a question. You'll get more back than you gave.

A word for each person

One true thing each. Read them out at the start of the next meeting; it changes the room.

Tom made sure the meeting went somewhere. Energy is a gift; next time spend a little of it on questions.

Priya asked 5 of the 7 questions. That is what keeps a room thinking.

Ben asked 2 of the 7 questions. That is what keeps a room thinking.

Sade spoke less than most and said more per turn than anyone. Depth, not volume.

Against the brief and the style check

If you saved a brief, the card says whether you got what you came for, from the numbers and your notes, and asks you to confirm. The style check shows where your read of a person did not match how they behaved. One meeting is one data point; change the read if it repeats.

Against the brief

Purpose: Agree the Q4 forecast and decide on hedging

You wanted: A decision, recorded

The numbers say: got it. 1 decision recorded in the notes.

Did you get what you came for?

Yes

Partly

No

Style check

Your read of each person against what the numbers showed. The Coach adjusts its questions only when you change the read.

Tom: you marked Analytical. This meeting reads **Visionary**: took a 184-word turn and asked no questions. One meeting is one data point; if it repeats, change your read and the questions will land better.

Priya: you marked Results-driven. This meeting reads **Analytical**: asked 5 of the 7 questions and kept turns short. One meeting is one data point; if it repeats, change your read and the questions will land better.

For you

The frank part. On goal or not, the numbers behind it, and one practice for the next meeting. It is measured against the goal you chose, so it is fair, and it is yours alone.

For you, Priya · goal: Ask more, explain less

On goal this time. What worked: you asked 5 questions; you kept 11% of the floor.

Next meeting: Before you explain anything, ask one question you do not know the answer to. Count them; three per meeting is the habit.

Your role is for: Win new corporate clients and grow them onto a second product. Every meeting either serves that or costs it.

The narrative (licence and your AI)

Press **Write the narrative** for four short sections you can read aloud, written by your own AI from the numbers only. Read it before you share it.

The narrative, written by your AI

Three short sections a facilitator can read aloud, generated from the numbers above on the locked prompt. You read it before anyone else does: a named human signs.

Write the narrative

Tip. Copy the card or print it to PDF with the buttons at the bottom of the card. Only the summary numbers are logged to StoryC, never names, never the transcript.

Step 7 · Your progress and your plan

Every card is kept on your device. Your progress shows the last meetings, your share, your questions and whether each was on goal. At ten meetings your development plan appears: the pattern, what has moved, the one practice for the next ten, and a milestone. With your AI connected, Write my development plan adds a fuller version.

Your progress
12 meetings coached for Priya · goal: Ask more, explain less · development plan available

DATE	MODE	PEOPLE	YOUR SHARE	YOUR QUESTIONS	GOAL
2026-09-01	live	4	26%	2	off goal
2026-09-09	transcript	4	28%	1	on goal
2026-09-08	live	4	30%	4	on goal
2026-09-07	transcript	4	32%	3	off goal
2026-09-06	live	4	34%	2	on goal
2026-09-05	transcript	4	36%	1	on goal
2026-09-04	live	4	38%	4	off goal
2026-09-03	transcript	4	40%	3	on goal
2026-09-02	live	4	42%	2	on goal
2026-09-01	transcript	4	44%	1	off goal
2026-09-18	transcript	4	11%	5	on goal
2026-09-18	live	4	46%	1	off goal

Your development plan · rules-based

Over your last ten meetings you were on goal in 6 of 10. Average share of the floor 35%, average questions 2.3 per meeting. From the first five to the last five your share moved -10 points and your questions +0.2 per meeting.

That is progress with gaps. The plan for the next ten is one practice, done every time, rather than three done sometimes.

The practice: Before you explain anything, ask one question you do not know the answer to. Count them; three per meeting is the habit.

Milestone: on goal in 8 of the next 10. Review this card again at meeting 20.

[Write my development plan](#)[Export history](#)[Clear history](#)

Use **Export history** to save a copy and **Clear history** to start again. Nobody else can see it.

Questions people ask

Question	Answer
Does it record the meeting?	No. It reads the transcript Teams or Zoom already made, or your taps.
Where does my transcript go?	Nowhere. It stays in your browser. Only summary numbers (people count, shares, questions) are logged so we can improve the product.
Can my manager see my card?	Only if you show them. Cards and history live on your device.
What if I was not in the transcript?	The card says so and asks you to add yourself to the team as the same name your Coach knows. Check the name matches how Teams writes it.
It says my style read was wrong. Should I change it?	If it repeats over two or three meetings, yes. One meeting is one data point.
Can I use it for a one-to-one?	Yes. Two people, live mode. Most managers are surprised by their own share.
Do I need the AI part?	No. The card, the questions and the encouragement are rules-based and free. The AI adds the written narrative and the fuller plan.

Stuck? hello@storycltd.co.uk, with a photo of your screen.

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