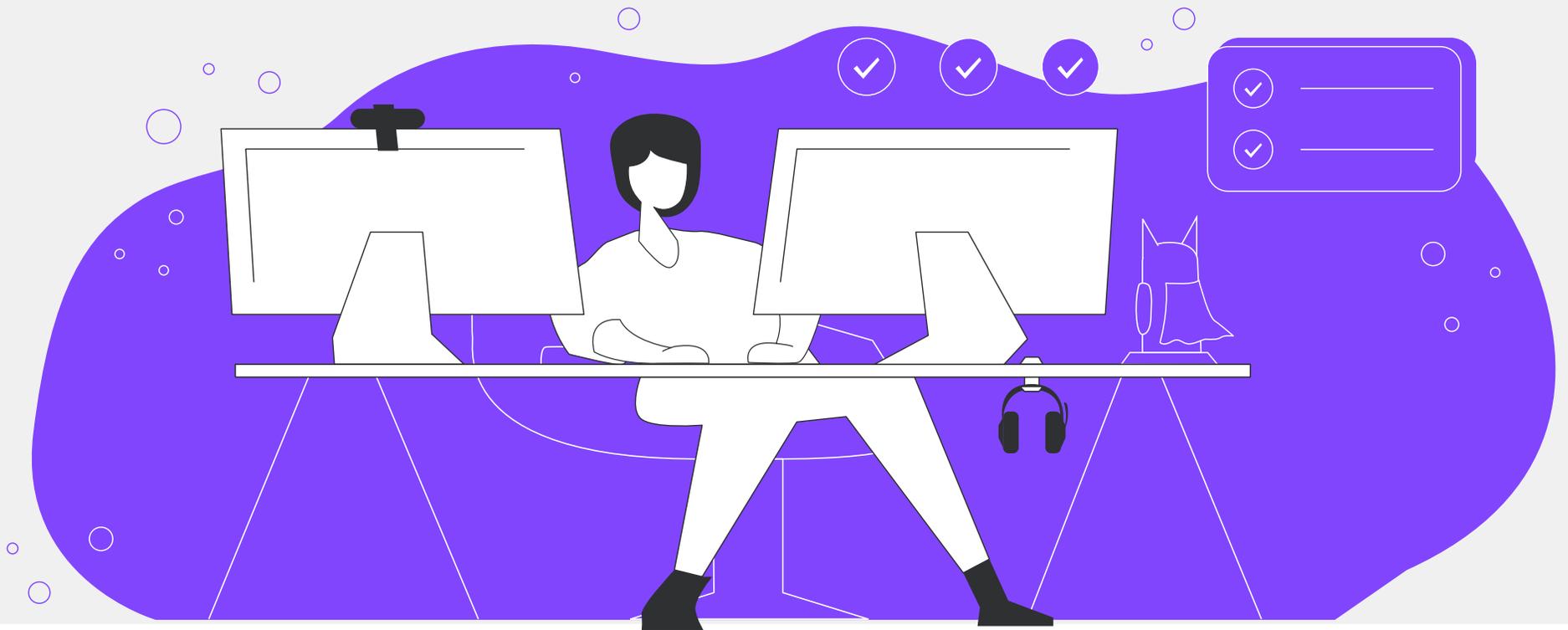


10 WAYS I.T. CAN HELP MAKE MEETINGS MATTER



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10 WAYS I.T. CAN HELP MAKE MEETINGS MATTER

Meetings are part of everyday life at work. So why is it that many of us don't like them? Reasons range from poor planning to wasted time. It may even be sheer volume: in the US alone, at least 55 million meetings take place every day.¹

Meetings are a significant part of every workday, and all those hours add up. Especially if those meetings aren't run properly. Over time, inefficient meetings become more than just a productivity issue—they have a huge impact on well being at work.

In 2019, Logitech gathered a panel of experts across multiple disciplines—neuroscientists, academics, Navy Seals, preachers, surgeons and business leaders—to hack the 60-minute meeting. The result: 'Ten Simple Rules for Meaningful Meetings.'² Here's our take on what I.T. can do to facilitate more mindful meetings.

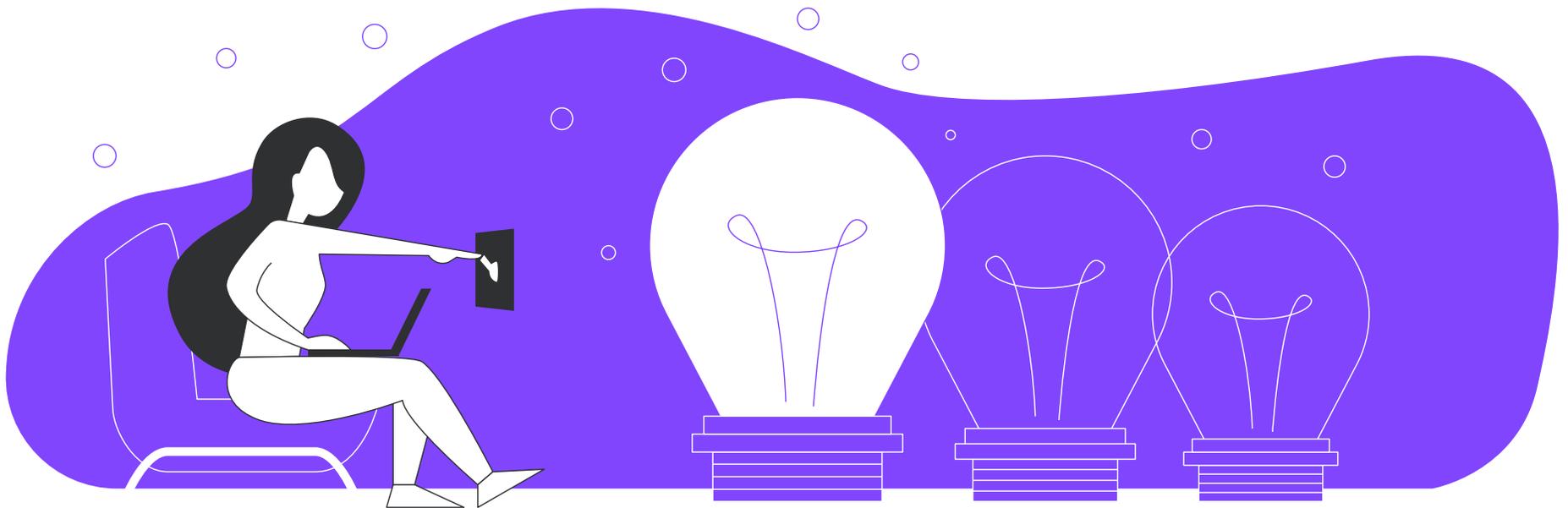
1 DON'T GET STUCK IN A ROUTINE.

Human beings are drawn to newness. In fact, a University College London study found that a human's brain responds better to novelty than to the familiar.³ If we've done something dozens, if not hundreds of times before, we run the risk of just going through the motions. When it comes to meetings, keeping things fresh is vital for combating the dreaded meeting fatigue.

The solution? Experimentation. Meeting hosts can experiment with different ways to keep things interesting. This can mean switching locations, reducing the meeting duration, or using technology in a new way. Simply trying a new approach can unlock the potential of a monotonous meeting.

I.T. TAKEAWAY

Design varied meeting spaces with the right technology to keep meetings fresh and spark creativity. A meeting space should be mindfully designed to support information sharing—whether it's focused on a single speaker at the head of the room, or a group of colleagues in discussion amongst themselves. Explore the use of whiteboard technology offered by video conferencing software to facilitate brainstorming and share ideas.



2 MAKE MEETINGS PURPOSEFUL.

By defining a clear purpose, meeting hosts are focusing the team's collective mind. While this isn't the same thing as setting an agenda—which is also crucial—it's equally important. Every participant should understand the significance of the task at hand. If the purpose is relevant to participants, they'll be more attentive and engaged. Engaged employees drive business success. Gallup's Global Workplace report shows that businesses with higher employee engagement see 20% higher sales and 59% lower turnover.⁴

Lortie et al. suggests developing "a vocabulary of functions for your meetings."² Using a shared language to define meetings can motivate participants to anticipate and engage purposefully. It can also help meetings stay focused. Some examples of meetings with defined purposes include status update meetings, brainstorming meetings, and team building meetings.

I.T. TAKEAWAY

Are meeting organizers calling their meetings by the correct name? Are they fully utilizing the tools available for setting up meetings so that participants can fully engage? Video conferencing and calendar app integrations make it easy to set up meetings and automate the sharing of details, from meeting purpose to login details. Participants know what to expect, including how to join with ease.



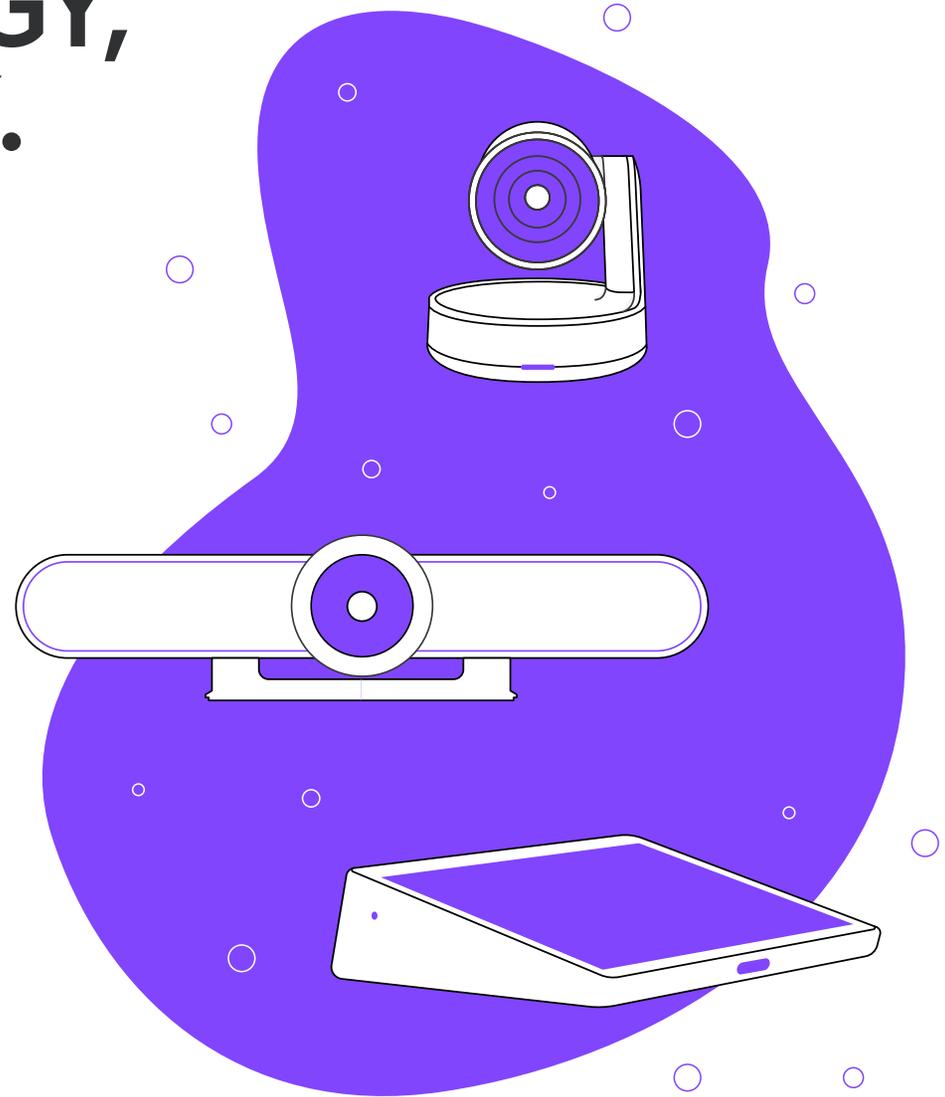
3 USE TECHNOLOGY, THOUGHTFULLY.

Technology is now a fundamental part of meetings. So how can we use technology more mindfully to encourage a better meeting experience?

When used effectively, media-rich technology can promote creativity and accelerate the path to productivity. High quality audio and video communications tools have been proven to maximize meeting effectiveness.^{5,6} But avoid technology that doesn't add value to (or actively distracts from) the meeting.

I.T. TAKEAWAY

Technology should seamlessly enhance the meeting experience. Is the solution intuitive and does it facilitate natural conversations and creative collaboration? Think: video conferencing apps with integrated content sharing capabilities. Look for [bundled hardware and software solutions](#) that are easy to deploy and easy to use. Technical difficulties are a [meeting killjoy](#).





4 MAINTAIN FOCUS, WATCH OUT FOR DRIFT

Momentum matters. When a team gets off topic, it's tough to get them back on track. Prevent drift and promote flow with a clearly defined meeting and an actionable agenda.

Maintaining that sense of focus to engage in complex discussions means challenging participants to some degree—but don't overload them too much or risk burnout.⁷

A study of 59 team meetings from 19 organizations⁸ found that proactive communication—such as who will do what, when—significantly inhibited dysfunctional meeting behaviors, including complaints and lack of focus.

I.T. TAKEAWAY

Ensure meeting technology tools work together seamlessly to minimize disruptions in the flow of the meeting. Choose technology solutions that are [optimized for the software applications](#) used most by your business. For example, meeting solution calendar integrations can provide on-screen warnings on time remaining to help meetings stay focused to the end.

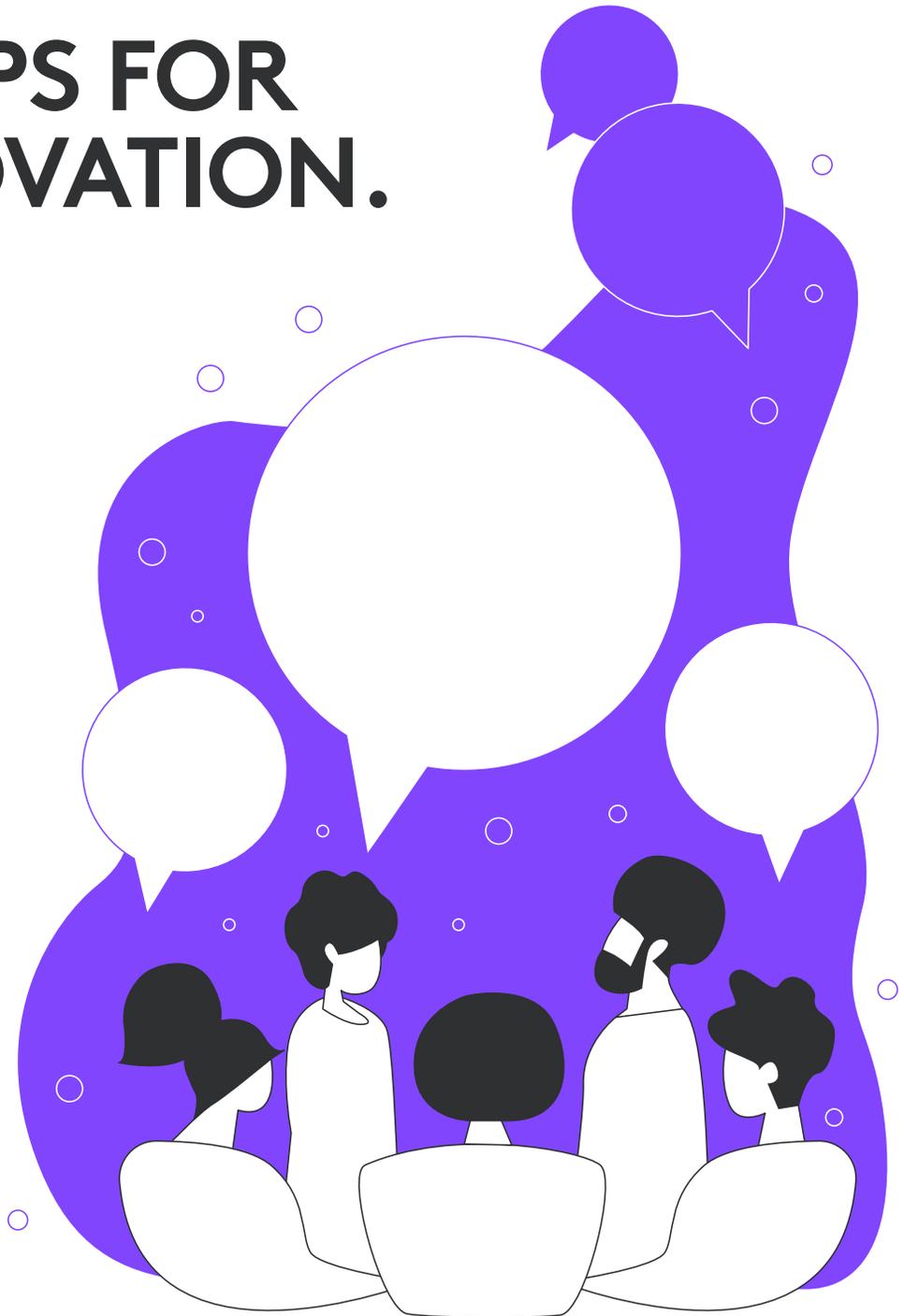
5 USE BIG GROUPS FOR GREATER INNOVATION.

Big ideas need big groups. It makes sense, more people means more ideas, right? Sadly, it's not as simple as putting a large group together and watching the sparks fly.

It may seem counterintuitive, but the best way to harness that collective brainpower and generate innovation is to maintain structure in larger creative meetings. Groundbreaking ideas are more likely to happen in a meeting with a strong sense of direction. Having a clear process in place will not only help generate more ideas, it'll also maximize collaboration across the company.

I.T. TAKEAWAY

Larger groups require larger rooms, possibly even multiple locations, and the appropriate technology solutions to support them. Facilitating a big creative meeting doesn't have to be hindered by unfamiliar large-room technology. Look for video collaboration solutions that offer a [consistent user experience](#) with [great audio and visual quality](#) to capture everyone, whether meetings are hosted from a desktop or any-size room.





6 SEE AND HEAR EVERYONE.

A lot of different people means a lot of different perspectives, and incorporating representation from within an organization is proven to promote commitment, retention and satisfaction.⁹

This also means taking the necessary steps to ensure every voice can be heard at the meeting. Identify participants' preferred communication styles to ensure every member of the meeting can have a say.

I.T. TAKEAWAY

Make sure everyone in the meeting can be clearly seen and heard, regardless of room size or location. Video conferencing solutions with [AI-optimized video and audio](#) can seamlessly facilitate geographically-dispersed meetings.

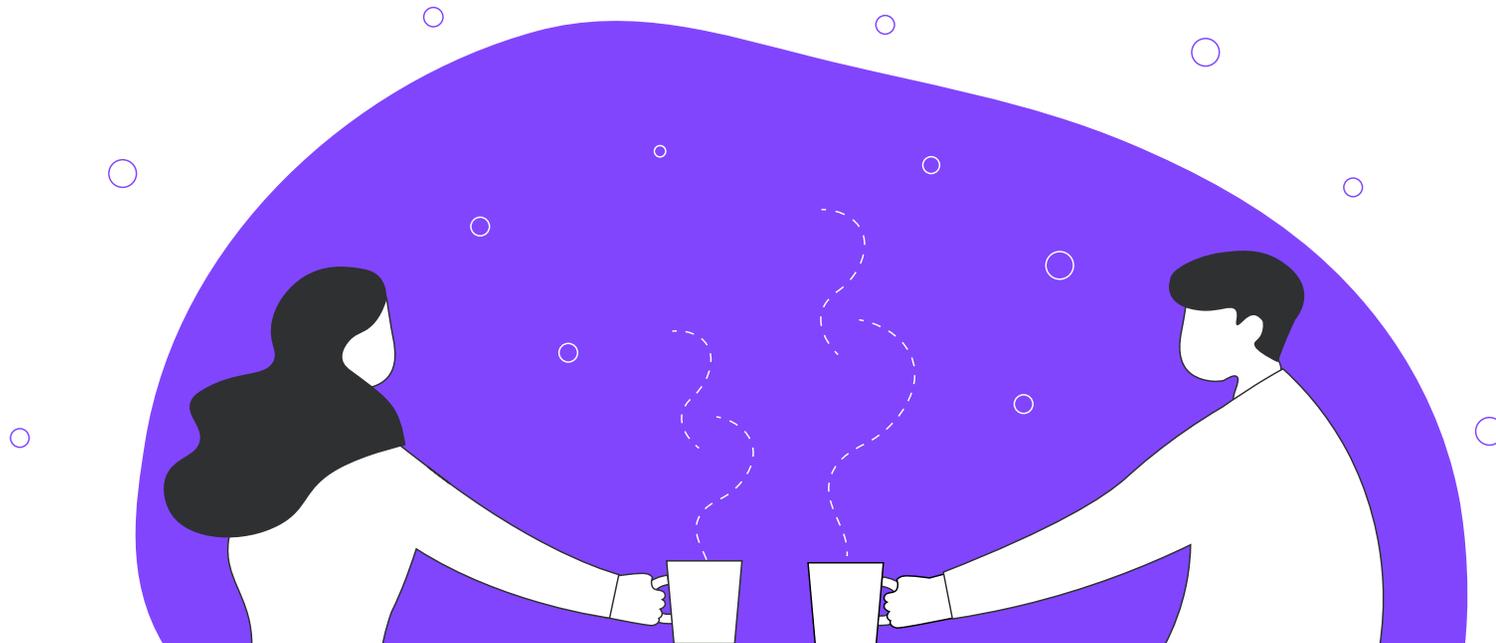
7 LET IT BE SOCIAL.

Meetings are a social process at heart. Just like any other social situation, meetings are a group of individuals coming together with a shared purpose. That also means there is a collective obligation to stay involved and consciously participate.

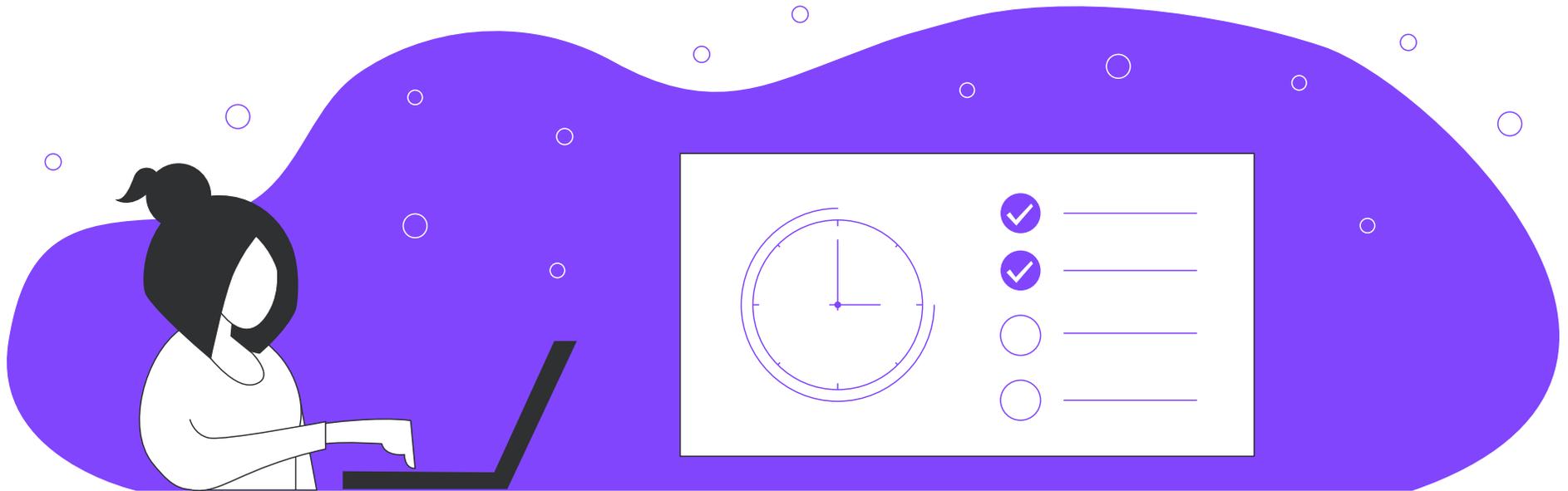
Meetings are a social process that needs to be embraced. By encouraging commitment to this process, you will actually reduce the stress of meeting participants.¹⁰

I.T. TAKEAWAY

Set up the room so meetings can take place intuitively and naturally. Video conferencing solutions with [front-of-room speakers](#) naturally draw faces towards the camera at the front of the meeting room. Conversations with far-end participants feel more lifelike, as if they're in the same room.



8 MAKE A PLAN.



It's not enough to put a meeting on everyone's calendar. A truly successful meeting has to be properly thought through.

Think of it this way—a one-hour meeting for eight people is eight hours of productive time. That's an entire workday. So before you call a meeting, make sure you're using everyone's time effectively. And that requires planning—thoughtful use of space, intelligent use of technology, and productive use of everyone's time.¹¹

This approach also requires experimentation—one hour may be appropriate for a presentation, but it may lead to burnout for a brainstorm. Explore different formats to find what's right for each situation.

I.T. TAKEAWAY:

Make sure the technology in the room is always ready to work like it should and in the same way every time, so that meeting participants are able to immediately start their meeting according to plan. Simple to start video meeting technology, whether that's [plug-and-play](#) or [dedicated room solutions](#), enables participants to make the best use of the meeting time.

9 LEADERS SET THE EXAMPLE.

Leaders can make or break a meeting. The role of a leader in a successful meeting is to rally the team and guide them towards a shared objective.

Truly effective meetings typically involve one leader, who has the power to set the tone, support creative ideas, and encourage better decision making.¹²

I.T. TAKEAWAY

Problem-free technology can give the meeting leader the confidence to focus on what's important. Empower leaders with video conferencing tools that are intuitive to use without I.T. support. Use a [device management platform](#) to monitor and easily manage your video conferencing technology at scale. This platform can detect issues and enable support updates, even from afar, so that meeting leaders can count on technology that works.





10 CAPTURE CREATIVITY.

Even if the explicit purpose of the meeting isn't to generate ideas, creativity is a fundamental component of meeting success.

As meeting participants discuss unique or interesting ways to solve problems, there needs to be a clear way to capture these ideas. Similarly, finding an easy way to share the results of the meeting ensures that the ideas generated will be put to best use.

I.T. TAKEAWAY

Give users the flexibility to bring their own laptops or use built-in solutions with [meeting room consoles](#) for content sharing and recording during video calls. Explore meeting technology configurations that are best suited for the room and the business. Keep in mind that participants want a consistent, efficient and intuitive meeting experience to help them achieve their meeting objectives.

Create a better meeting experience with Logitech Video Collaboration solutions. Learn more, www.logitech.com/vc

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