

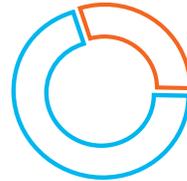


CONSIDER THESE STATISTICS:



\$37 BILLION

Annual cost of unnecessary meetings to US businesses.¹



33%

of the average executive's work week is spent in meetings — time that could be better spent making decisions.²



90 MINUTES

Time an average employee is actually productive each day. Meetings were named the number-one time waster.³

It's time to address today's meeting challenges. How? Find new ways to keep both leaders and participants focused and engaged.



¹ Bailey, Sebastian, "Just Say No: How Your Meeting Habit is Harming You," Forbes, August 2013
² Silverman, Rachel, "Where's The Boss? Trapped In a Meeting," Wall Street Journal, February 2012
³ Williams, Ray, "Why Meetings Kill Productivity," Psychology Today, April 2012

CHALLENGES OF BUSINESS MEETINGS

Ineffective meetings are often the butt of office jokes. What makes them such an easy target?

Meetings are often dull and boring.

A recent Forrester Consulting study, commissioned by Prysm,⁴ found that over half of all employees admit they zone out during meetings. Pick your poison — attendees could be daydreaming, doodling, doing other work, texting dinner plans with a friend or even sleeping. These distracted behaviors often occur during meetings that last too long.

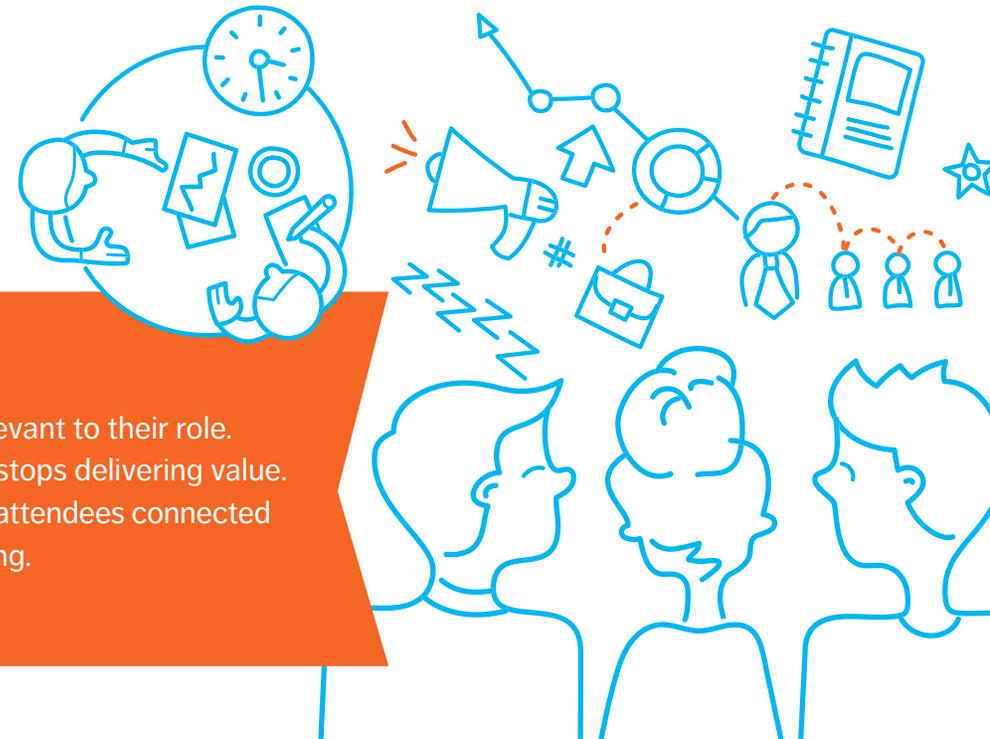
The experience can be even worse for remote workers. Added to the obstacles of regular face-to-face meetings, remote workers also have to deal with bad audio connections, missed visual aids and facial cues and much more.

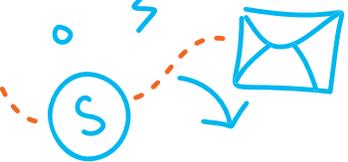
Disorganization rears its ugly head.

All too often, meetings are scheduled just because someone believes they should have one. There isn't a real plan or purpose. In fact, 63% of meetings have no planned agenda.⁵ When this happens, participants often get off track and nothing tangible is achieved.

Meetings can also be rendered ineffective when:

- There are too many attendees — especially when the topic is irrelevant to their role.
- A recurring weekly or monthly meeting has become rote, stale or stops delivering value.
- The moderator is trying to juggle other tasks — like getting remote attendees connected or fielding instant-message disruptions — while leading the meeting.
- There are no ground rules and discussion easily gets off topic.⁶

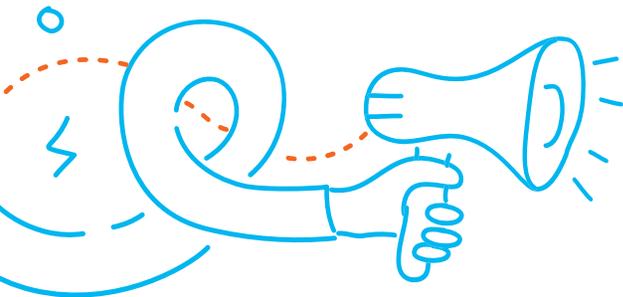




Dated traditions and methods drag us down.

Let's face it, technology has changed the traditional meeting but the rules haven't caught up. The digital technologies and analog tools that are supposed to make work-group gatherings more engaging have actually created added complexity.

There are so many meeting tools available, including audio, video, screen sharing, flipcharts and much more. The meeting organizer is on the hook to determine which tool will work best for a variety of scenarios — and it can be difficult to adjust on the fly. For example, what happens if the meeting is set up as a conference call but then participants need to share screens during the meeting? Or you're using a whiteboard to take notes but remote workers can't see it?



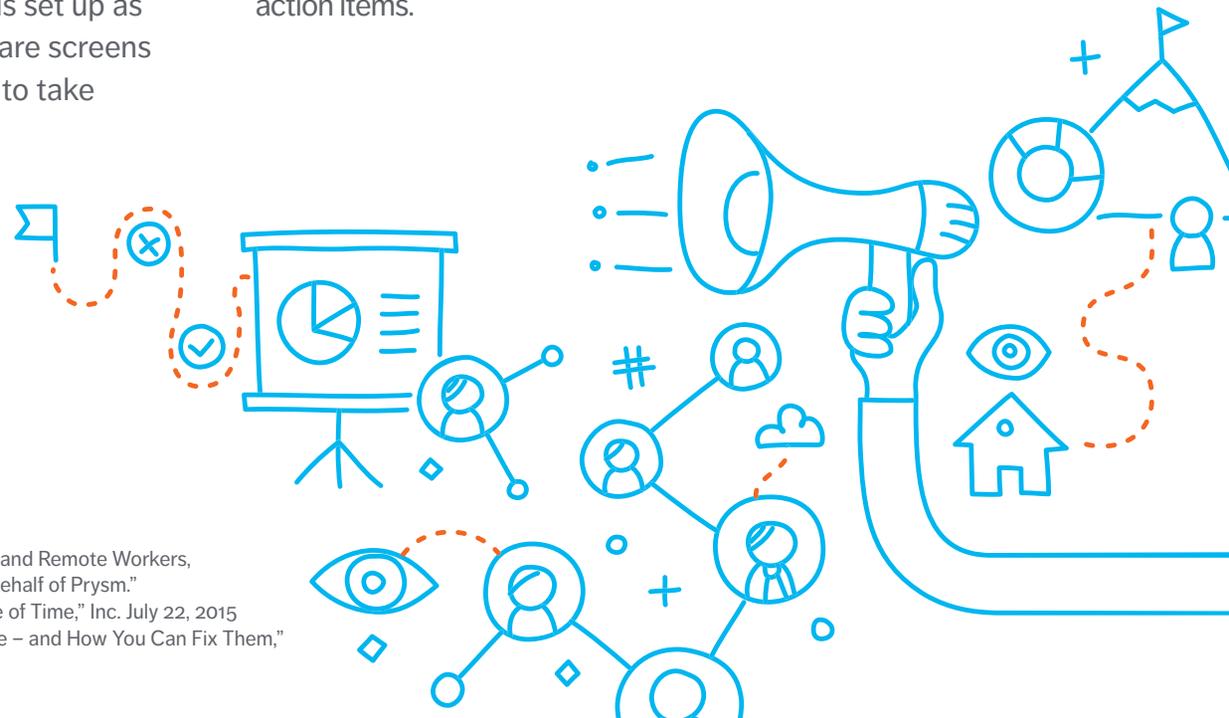
4 "Digital, Disparate, and Disengaged: Bridging the Gap Between In-Office and Remote Workers, a June 2016 commissioned study conducted by Forrester Consulting on behalf of Prysm."
5 Matyszczyk, Chris, "Here's Proof That Most of Your Meetings Are a Waste of Time," Inc. July 22, 2015
6 Feloni, Richard, "7 Reasons Why Your Work Meetings Are a Waste of Time – and How You Can Fix Them," Business Insider, December 2015



The problem isn't just the meeting itself.

Attendees spend too much time preparing for meetings. 67% of people from a Clarizen/Harris Interactive survey report they're spending up to four hours a week getting ready for their next status meeting, because it takes too much time to find their notes or to follow up on action items from the previous meeting.

There isn't any follow up after the meeting. Attendees often leave a meeting feeling unclear about next steps and action items.





NINE WAYS TO PUT THE MOJO BACK IN YOUR MEETINGS

1 Be prepared.

It's critical to set an agenda, establish ground rules and define a time limit for every meeting. The moderator should be able to focus on the discussion and delegate leadership for different topics as needed.

2 Make sure the right people are in the meeting.

Each attendee should have a clear role and purpose. Otherwise, you're wasting their time and killing productivity. You can also boost productivity by ensuring you have the right number of participants. One study suggested that the optimal group size is three to four participants.⁸ Meetings that had more than seven participants were significantly less productive.

3 Keep it short and sweet.

Try 15 or 30 minutes for your next meeting instead of the standard hour. Outlook and Google calendars are set up in 15 minute increments, so it's easy!

⁷ "Clarizen Survey: Workers Consider Status Meetings a Productivity-Killing Waste of Time," Clarizen/Harris Poll, January 2015

⁸ "Group Size, Group Development, and Group Productivity," Susan Wheelan, GDQ Associates for Sage Journals, March 2009

⁹ Lee, Kevan, "9 Science-Backed Methods for More Productive Meetings," Fast Company, July 2014



A 15-minute meeting — really?

Yes! For example, the popular and groundbreaking TED talks are kept to 18 minutes or less. This timeframe serves as a nice guide for presenters to organize their thoughts and make a case for a particular view. Scientifically, research has shown that attention spans fall in the 10-to-18 minute range.

Source: Fast Company⁹



4 Make it a standup meeting.

It's no surprise that the longer you stand, the more uncomfortable you feel. That alone can help shorten meeting times. But research findings have also shown that standup meetings lead to greater excitement about the creative process and allow for greater collaboration on ideas.¹⁰

5 Stick to the plan.

Before the meeting, you sent out an agenda and ground rules. Now it's time to lead by example and follow them. For example:

- Start on time. End on time.
- Don't go off topic.
- Consider a "parking lot" for ideas that are off topic, but worth revisiting.¹¹
- Minimize distractions. For example, consider checking cellphones at the door.



¹⁰ "Standing Up Gets Groups More Fired Up For Team Work," Sage Publications on Science Daily, June 2014
¹¹ Cincotta, Craig, "Six Ways to Make Sure Every Meeting is a Productive One," Entrepreneur, February 2015

6 Keep remote workers engaged.

With the emergence of an increasingly distributed workforce, it's important to ensure you are really connecting with remote workers. In today's fast-paced work environment, it's not always as easy as a phone call. Improve the meeting experience for remote workers:

- Use cloud-based conferencing tools so all team members can collaborate in real time in shared online workspaces.
- Consider investing in a platform that allows you to unify all the tools you're already using (video, voice, screen sharing, file sharing, whiteboard, etc.) — one that works on any device.

"Working closely with Prysm, we've delivered a solution with unrivaled collaboration capabilities and beautiful visuals that will engage audiences like no other"

- **Bruce Pittman,**
Vice President of Sales and Marketing at Under Armour



7 Save and share accurate meeting notes.

How often do you hear colleagues say “We need to get on the same page?” Or, “What was that meeting about?” How many times have meeting notes been lost? It’s critical that you save and share an accurate record of meetings so everyone knows what was discussed and can keep the conversation going. Using a digital workspace, you can also preserve the context of the meeting, including presentations and rich content.

Set yourself up for success.

Make sure your organization has the right tools to run an effective meeting. Digital-workplace solutions, for example, allow team members to prep for meetings by adding any type of digital content (documents, video, web pages, cloud apps, etc.) to a shared workspace.

“Meeting notes aren’t a necessary burden. They’re a powerful way to influence others. They help inform people who weren’t there about what happened and remind those who were there about what agreements they made.”

Source: Harvard Business Review¹²

¹² Axtell, Paul, “Two Things to Do After Every Meeting,” Harvard Business Review, November 2015

¹³ Florentine, Sharon, “How to keep meetings from eating into your bottom line,” CIO, February 2015

8 Follow up on action items.

Before the meeting adjourns, make sure that each attendee understands what they’re accountable for and ensure that they have the authority to complete the tasks assigned to them in the “execution” stage.¹³ Attendees can refer back to notes in the digital workspace if they have questions — and upload new documents to update the group on progress.

9 Ensure future meetings can pick up where you left off.

Stop wasting time searching for sticky notes or worrying that the whiteboard in the conference room was erased. Posting and sharing data in a digital workspace keeps all players on the same page and eliminates version-control issues. Participants can refer back to meeting notes, making it easier to keep the ball rolling at your next meeting.



Use digital-collaboration technology and invigorate your meetings

Meetings are ready for a revolution. Collaboration is the critical driver for problem solving, creativity and innovation. Give your employees effective tools that help coordinate teams and information — so they can actively contribute, combine knowledge and make meetings more effective. The immersive experience made possible by Prysm Visual Workplace does exactly that. Discover how this modern collaboration solution can put the mojo back in your meetings with shared workspaces across all devices and locations.

MAXIMIZE THE MOJO IN EVERY MEETING

Prysm helps keep meeting participants active, engaged and productive, so you can improve the quality of your meeting time. Prysm Visual Workplace enables you to:

- Ensure employees are informed, with easy access to a shared online workspace that supports real-time collaboration.
- Make meeting time more active and productive. Users can meet online in highly visual workspaces, or use touch-screen displays and video walls to engage meeting participants with immersive experiences.
- Allow more people to contribute, with multiple live inputs — including video, telepresence and web apps.
- Keep ideas and innovation moving, so teams can pick up where they left off and update projects between meetings.

Visit: prysm.com/teamwork-transformed to watch an online demo

PRYSM®

