

How to Get Positive ROI from Meetings

We spend a lot of time in meetings. Probably too much. And meetings can be expensive, especially when they're not productive.



What's the financial cost?
And how can you make your meetings count?

Meetings, meetings, meetings!

It's not that meetings are a bad thing. But bad meetings definitely aren't a good thing – for productivity, morale, or your budget.

| | |
|---|---|
|  | 35% of respondents called meetings a waste of their time. ¹ |
|  | 3 out of 5 multitask in meetings instead of participating. ¹ |
|  | 33% say meeting invites include an agenda only half of the time. ² |
|  | For every additional meeting participant over 7 , the likelihood of making a sound decision goes down by 10% . ³ |

Doing the math

Is it time to make the weekly team meeting a thing of the past? Are you getting work done? Helping people be productive?

\$11M

meetings held each day in the U.S. = \$1+ billion a year⁴

15%

amount of an organization's collective time spent in meetings⁵



21 hrs

time a typical midlevel manager spends each week in meetings involving more than four people⁵

\$37B

how much U.S. businesses lose annually due to unproductive meetings⁶



How expensive are your meetings?

Plantronics has a calculator where you can find out: plantronics.com/smartermeetings

Make your meetings good meetings!

First things first, make sure you really need a meeting. Think about the goal and who's involved. Can you meet the objective with a 1:1 phone call? Or accomplish the same thing in a Cisco Spark room?



Invite the right people. It's a meeting, not a party. Who needs to be there to accomplish the goal?



Set and share a clear goal and agenda. Let people prepare so they can be productive from the start.



Focus the topic. Four quick 3-person meetings are more effective than one long 12-person meeting.



Set the length to match the goal. Don't try to shove 42 things into 30 minutes.



Have the right technology. Video makes a difference, both in conveying ideas to others and keep people's attention.

Learn more at: cisco.com/go/meetings



¹ TLNT: "The Terribly High Cost Of Having A Meeting Culture," February 2015

² Plantronics: "A World of Meetings," November 2016

³ Wall Street Journal: "A Manifesto to End Boring Meetings," December 2016

⁴ Attentiv: "America Meets A Lot. An Analysis of Meeting Length, Frequency, and Cost," April 2015

⁵ Bain & Company: "Is Technology Really Helping Us Get More Done?" February 2016

⁶ The British Psychological Society: "The scourge of meeting late-comers," March 2013