

# How to Get Positive ROI from Meetings

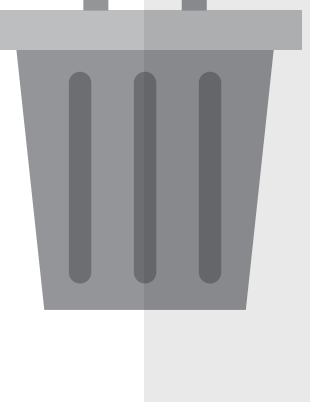


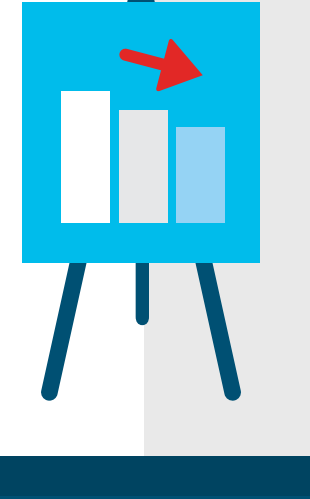
We spend a lot of time in meetings. Probably too much. And meetings can be expensive, especially when they're not productive.



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.

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

## 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 year<sup>4</sup>

**15%**

amount of an organization's collective time spent in meetings<sup>5</sup>



**21 hrs**

time a typical midlevel manager spends each week in meetings involving more than four people<sup>5</sup>

**\$37B**

how much U.S. businesses lose annually due to unproductive meetings<sup>6</sup>



## How expensive are your meetings?

Plantronics has a calculator where you can find out: [plantronics.com/smartermeetings](http://plantronics.com/smartermeetings)

## Make your meetings good meetings!

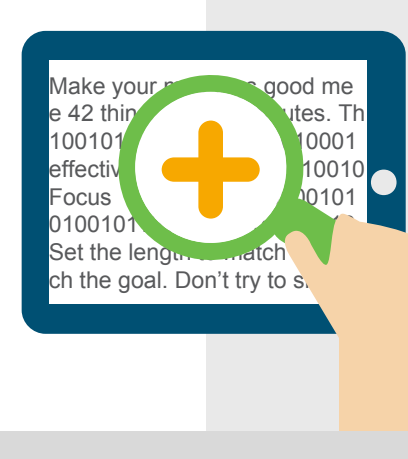
First things first, make sure you really need a meeting. Think about the goal and who's involved. Can you meet the objective with a 1:1 phone call? Or accomplish the same thing in a Cisco Spark room?



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



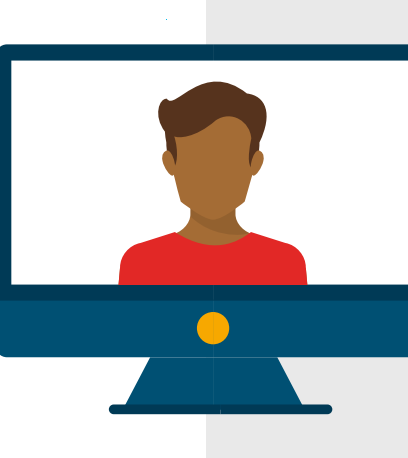
**Set and share a clear goal and agenda.** Let people prepare so they can be productive from the start.



**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](http://cisco.com/go/meetings)



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

<sup>2</sup> Plantronics: "A World of Meetings," November 2016

<sup>3</sup> Wall Street Journal: "A Manifesto to End Boring Meetings," December 2016

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

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

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