



# The Better Meetings Campaign



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## Fewer, better face to face and virtual meetings

In our work with some of the world's best companies we have seen some great meetings. But we've also seen some terrible ones. We are frustrated at the quantity and quality of the meetings we see ourselves and hear about from our participants.

We have decided to do something about it.

## The business case for change

Over 4,000 participants in our virtual teams' survey told us they spend on average two days per week in meetings and that 50% of the content is not relevant to their jobs. That's an average of a day a week in unnecessary and frustrating meetings – or over 10 years of a typical career.

For every 1,000 managers in your business you may be wasting \$20M every year in unnecessary meetings. It's a huge and usually unmanaged problem.

The problem is getting worse as business becomes more collaborative and organizations become more integrated. Our specialism is in complex matrix, virtual and globally integrated organizations. In these organizations business issues become more complex and interconnected and require more people to be involved in decisions and activities.

**4000**

Participants spend an average of 2 days per week in meetings

**50%**

Of this content is not relevant

**1 day**

That's an average of one day a week in unnecessary meetings!



## The business case for change

Our clients need to be more connected, but at the same time they need to be effective and productive – they can't afford to spend their whole time in meetings, web and conference calls.

The people we meet have packed diaries and busy schedules. The companies they work for desperately need to get more done with less and to improve productivity. Yet they still have time to spend 20% of their effort on unnecessary and frustrating meetings. Everyone is unhappy with the situation but it continues year after year.

So we decided to put together this campaign and offer some resources to reduce the quantity and improve the quality of face to face and virtual meetings.

In this campaign we hope to motivate you to make a change by giving you some simple tools and processes to address some of the biggest challenges in running better meetings.

Any quality improvement exercise should start with a measure. Start by calculating the cost and quality of your meeting and raising awareness on costs with your colleagues.

You can then come back to this baseline to measure any improvements.

## The better meetings campaign consists of six steps:



The steps have been designed around systematic change management principles and they build on each other. Taken together they can help you save up to a day a week of valuable time and improve the quality of the meetings that remain.

At each step we will set a target and a series of actions you can take to reduce the number or improve the quality of your face-to-face or virtual meetings.

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